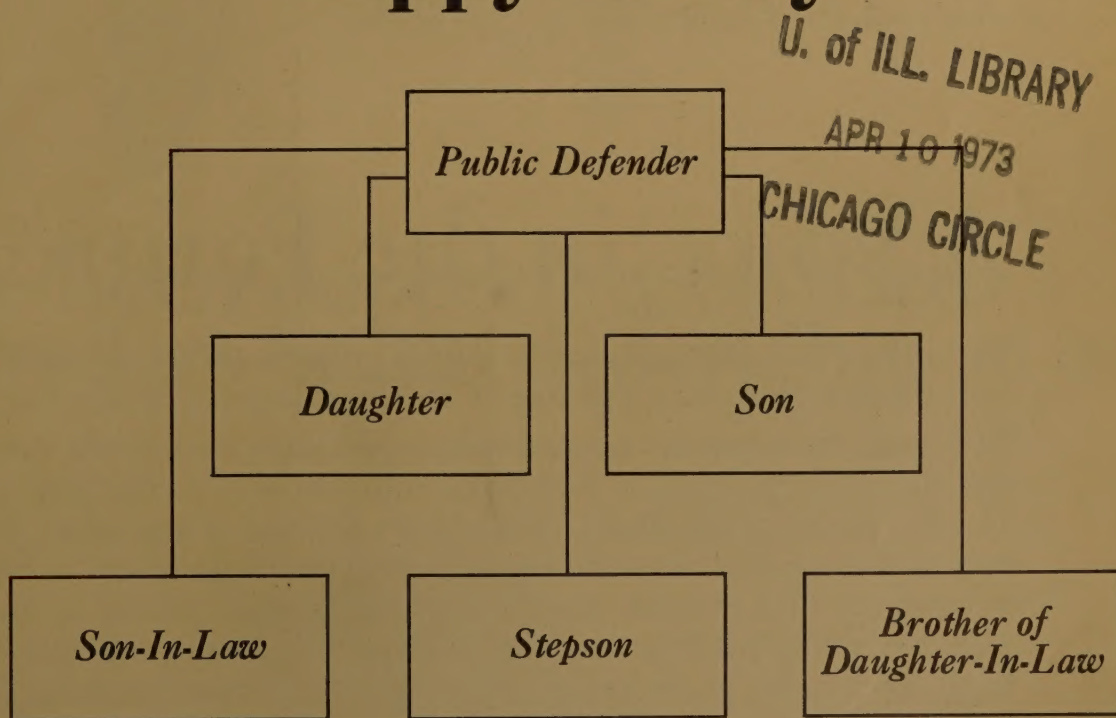


Editor & Publisher

® THE FOURTH ESTATE

The Public Defender and his staff were one, big, happy family.



The story behind Chicago Today's second straight Scher Award for outstanding investigative reporting.

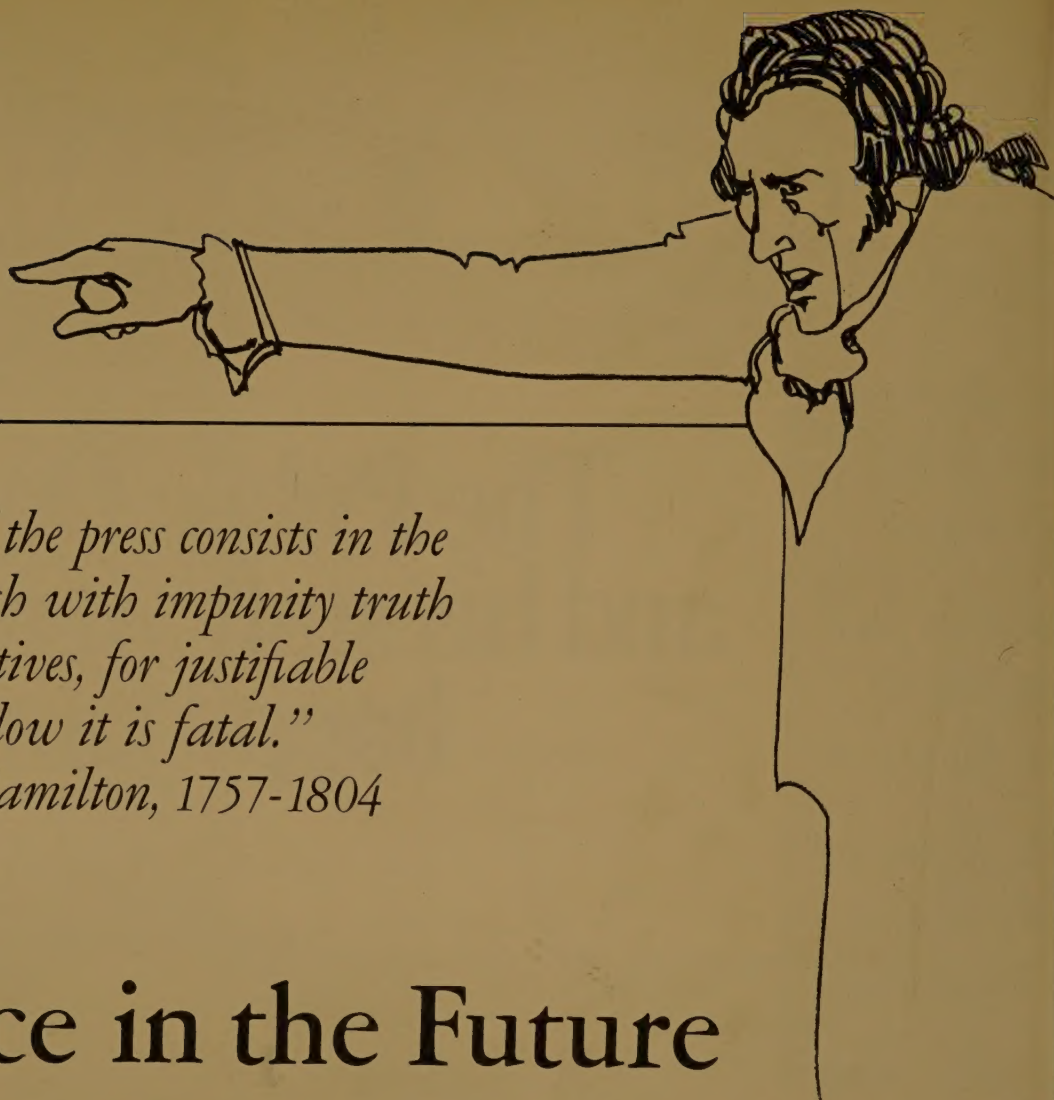
When Chicago Today reporters Gregg Ramshaw and Jack Queeney began digging around the Cook County Public Defender's Office, they unearthed some real surprises. Wholesale nepotism and glaring irregularities.

The results? The subsequent resignation of the Public Defender. And the 1973 Jacob Scher Award—the second in a row for Chicago Today!

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Alexander Hamilton, 1757-1804

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We've been depending on them since Detroiters began depending on us.

If they hadn't been doing their job so well for 100 years, our readers wouldn't know how well we've been doing ours.

For most of our 680,000 subscribers, the newsboy is their only personal contact with us. So it's important that he perform his role well.

The News provides Detroiters with the most complete news coverage in Michigan. And our newsboys give them the most thorough reliable service.

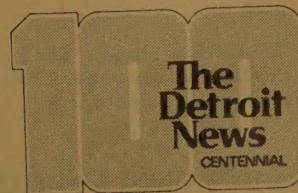
The News has changed a lot in a century, because the

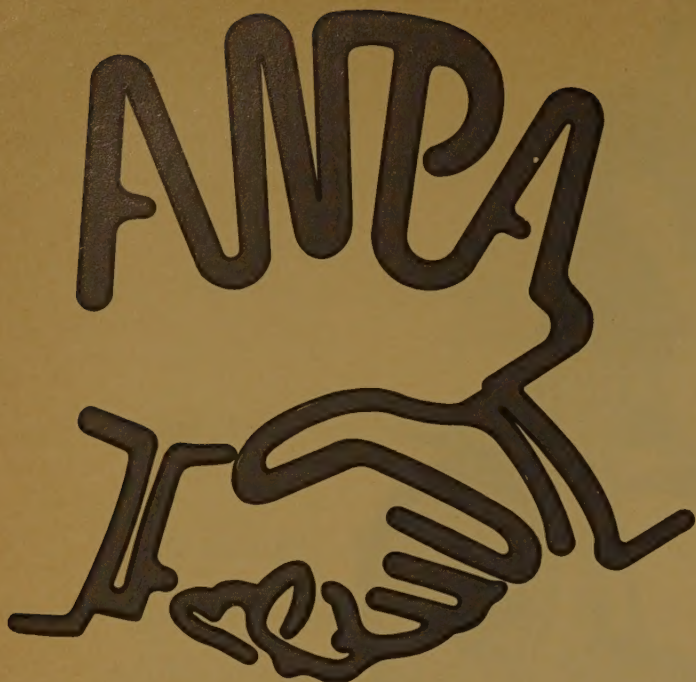
world it records has changed. But two of its original elements remain.

One is our overall commitment to journalistic excellence.

And the other is our newsboy.

We've come a long way since he began advising his neighbors to "Take it from me." In fact, today so many Detroiters take it from him that The News has the largest evening newspaper circulation in America.





WE'RE GOING TO THE CONVENTION. LET US TAKE YOU ALONG.

When ANPA members and guests come together April 22-26, there will be lots of handshaking, excitement and shop talk about newspapers. E&P will be there, reporting—in two issues—convention news to readers back home in the shop as well as newsmakers at the convention. That means peak impact and saturation readership for your advertising.

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Editor & Publisher

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APRIL

- 8-20—API City Editors seminar (for newspapers under 75,000 circulation) Columbia University.
- 10-13—Conference for Journalists. Washington Journalism Center, Washington, D.C.
- 11-13—Suburban Newspapers of America Annual Meeting. Fairmont Hotel, San Francisco.
- 12-14—Panhandle Press Association Convention. Quality Inn, Amarillo.
- 13-14—Tennessee Press Association, Paris Landing Inn, Paris, Tenn.
- 14-15—Virginia Press Women annual spring meeting, Belle Meade, Harrisonburg, Virginia.
- 16-19—Newsphoto Conference for Editors. Ohio Univ. School of Journalism, Athens, Ohio.
- 16-20—Knight Newspapers seminar, Interpersonal and organizational communications, Miami.
- 23—Associated Press. Waldorf-Astoria Hotel, New York City.
- 23-26—American Newspaper Publishers Association. Waldorf-Astoria, New York City.
- 23-27—Knight Newspaper seminar, Financial management for non-financial managers, Miami.
- 26-28—South and Gulf Coast Press Association Convention, San Antonio.
- 27-28—Associated Press Missouri Editors and Publishers, St. Louis.
- 27-29—New Jersey Press Association Annual Advertising Conference. Tamiment Resort Hotel, Bushkill, Pa.
- 27-29—Annual Education Seminar, Region 3, National Press Photographers Assn., Marriott Motor Hotel, Saddle Brook, N.J.
- 28-29—Region One conference, Sigma Delta Chi, Albany, N.Y.

MAY

- 1—Canadian Press, annual meeting, Toronto.
- 1-4—American Society Newspaper Editors (ASNE). The Shoreham Hotel, Washington.
- 3-4—Canadian Daily Newspapers Publishers Association, annual meeting, Toronto.
- 3-6—A. J. Liebling Counter-Convention. Mayflower Hotel, Wash., D.C.
- 4-5—Old Dominion Advertising Conference, John Marshall Hotel, Richmond, Virginia.
- 4-6—Ohio Press Women, annual spring meeting. Sawmill Creek Lodge, Huron, Ohio.
- 5-6—New York State Mechanical Conference, The Beeches, Rome N.Y.
- 5-6—Allied Daily Newspapers Mechanical Section. Rodeway Inn, Tacoma, Wash.
- 5-6—Louisiana-Mississippi AP Association. Annual meeting. Royal Sonesta Hotel, New Orleans.
- 5-6—Associated Press Society of Ohio. Christopher Inn, Columbus.
- 5-6—Associated Press Kansas Editors and Publishers, Dodge City.
- 6-8—Ohio Circulation Managers Association, Netherland Hilton, Cincinnati.
- 6-9—Society of American Business Writers. Annual meeting. Warwick Hotel, New York, N.Y.
- 8-11—Catholic Press Association and Associated Church Press, joint convention. Radisson South, Bloomington, Minn.
- 10—Certified Audit of Circulation annual meeting, Hyatt Regency O'Hare Motor Hotel, O'Hare Intl. Airport, Chicago.
- 11—Illinois Editors Highway Traffic Safety Seminar, Holiday Inn, Decatur, Ill.
- 12—Minnesota AP Association. Spring meeting. Holiday Inn, St. Paul.
- 13-16—Institute of Newspaper Controllers & Finance Officers. Doral County Club, Miami, Florida.
- 13-25—API Management and Costs seminar (for newspapers under 75,000 circulation). Columbia University.
- 14-18—Knight Newspaper Seminar, Modern Production Techniques, Miami.
- 15—Connecticut AP Circuit. Spring meeting. Manchester.
- 15-19—National Association of Advertising Publishers—24th Annual Convention, Troy, Michigan, Hilton Inn.
- 17-18—Allied Daily Newspapers. The Admiralty, Port Ludlow, Wash.
- 19-20—New Mexico AP managing editors spring shirtsleeve seminar. Hilton Inn, Albuquerque.
- 20-23—INPA International conference. Town and Country Hotel, San Diego.
- 21-25—International Federation of Publishers. (FIEJ). Vienna, Austria.
- 26-28—Editorial Writers critique. Northwest Daily Newspapers. Timberline Lodge, Ore.

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EDITOR & PUBLISHER for April 7, 1973

Jim Tonkin knows his readers inside out.

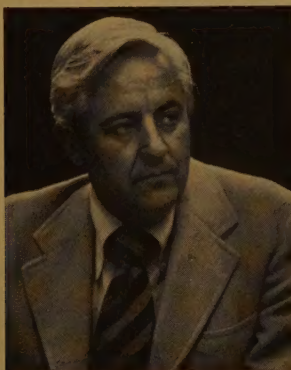
As publisher of the "Yakima Herald-Republic," Jim Tonkin knows his readers inside out. Their viewpoints. Their hangups. Their needs. Their interests.

And that's our point. Each Harte-Hanks publisher measures the pulse of his local community *first*. Because that's where his first responsibility lies. This has been the foundation of our business philosophy for over 50 years. And it works.

So, Jim Tonkin, in Yakima, Washington, can be his own man.

And we'll back him up all the way. Then we give him specialized help in marketing, sales, planning, industrial relations, financial planning, production systems and computer operations.

The rest is up to Jim and his people.
And right down the line, we've got the people.



Jim



We've got the people.

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Yes... you're a candidate for Heart Attack

You can reduce your risk by

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- Eating foods low in animal fats and cholesterol,
- Reducing if overweight,
- Exercising regularly, moderately,
- Controlling high blood pressure,
- Seeing your doctor regularly,

and by supporting your Heart Association's programs of research, education and community service.

Help your Heart... Help your Heart Fund 

Contributed by the Publisher

CATCH-lines

By Lenora Williamson

THE NAME'S NOT THE SAME—Owen Osborne, sports editor of the *Bangor (Me.) News* got a note from the retired editor of the editorial page Roger Remington protesting abbreviations of names in the News baseball box scores. "How," asked Roger, "can you figure out who are Benqz, Ystki, Gurro and Apcio when they're playing guys from Philly like Bnnstr. Mhrdy, Adnsn and Wilc?" Replied Owen: "Send in your old Penn pom poms, Rgr, we'll send a lst of mgr lge tms . . . Besides, if you cn rd ths thn thr's no prblm."

* * *

THE TIES THAT BIND—The *Columbus (Miss.) Commercial Dispatch* correspondents are a resourceful lot, the paper explained the other day. "The newspaper's area desk this week received five pictures from Mrs. Sammie Harrison, our representative in Vernon, Ala. A hair clip, a bobby pin and three straight pins were used to attach the identifying information to the photos."

* * *

PUNNIEST HEAD OF 1973 TITLE is already awarded as of today to the *Jacksonville (Fla.) Journal* copy desk, unless of course a better one turns up.

For a one-liner out of Garden Grove, California, noting that "Sam Sparks is the fire chief here," our hero wrote simply: "Pyre Chief."

* * *

CRITIC—Tours of the *Trenton (N.J.) Times* include a visit to the wire room where visitors watch stories and photos coming in over AP and UPI machines. Emerging from the wire room one day, a youngster announced, "I was watching one of the machines and somebody made two mistakes."

Andy Lantner of the newsroom talked to some of the young visitors recently after they asked to meet a real live reporter. The kids had a lot of questions, including: "Why can't they just use a machine that types out the news instead of sending a reporter?" One commented that "I think what the newspaper does best is keep you from watching too much television."

* * *

ESTIMATING THAT ABOUT 14,000 COLUMNS have appeared under his by-line since the first one in the *Philadelphia Public Ledger* 51 years ago, *Miami (Fla.) Herald* columnist Jack Kofoed explained his philosophy to readers the other day. "It has always been my belief that the primary objective of a columnist is to make his stint interesting enough for a reader to come back to it day after day. The second is to stimulate thought, not necessarily to gain agreement, though that's always flattering. On any controversial issue, my mail will be a cross-section of reader opinion, some going along with my line of thought, others violently disagreeing. That's the way it should be . . ."

* * *

TELL IT TO CITY HALL, but patiently. The *Jacksonville Florida Times-Union* carried a page one report by Randolph Pendleton. He relayed some telephone statistics. Trying to get the city council president, a reporter kept trying after the first busy signal. Ten minutes and 16 attempts later he finally made it (10 busy signals and five dial tones). He was informed that the council president had just departed the premises. For comparison, a call to the White House in Washington took 15 seconds and was picked up on the first ring. The State Capitol in Tallahassee took over 10 seconds and also was answered on first ring. The Times-Union ran photos of City Hall, the White House, and the Capitol building with the calling times as captions.

* * *

FOR THOSE OF US WHO DEAL WITH THE PUBLIC—Albin Krebs, writing the *New York Times* page one story on Noel Coward's death, included the star's advice: "Consider the public. Treat it with tact and courtesy. It will accept much from you if you are clever enough to win it to your side. Never fear it nor despise it. Coax it, charm it, interest it, stimulate it, shock it now and then if you must, make it laugh, make it cry, but above all, dear pioneers . . . never, never, never bore the living hell out of it."

EDITOR & PUBLISHER for April 7, 1973

New Orleans to become Navy Capital!



New Orleans has long been a "Navy Town" but now, in the words of Secretary of the Navy John Warner, . . . it's "the capital of Navy and Marine Reserves in the United States."

A recent disclosure by U. S. Rep. F. Edward Hebert clearly showed why. New Orleans has been selected for the consolidation of a number of scattered operations of the Navy, under three commands, in an economy move.

This consolidation means substantial savings and strengthened efficiency for the Navy and an extraordinary boost for the New Orleans economy. It means \$40 million of expenditures and 1,700 military and civilian jobs, mostly new, over the next two years.

Added to this initial impact, according to Mr. Hebert, will be an annual payroll of \$35 million.

This news followed closely the earlier announcement of establishment of the Consolidated Naval Reserve Command in New Orleans.

It's time to recompute this major market's sales potentials.

However they climb, they're most surely achieved through The Times-Picayune and States-Item because "Navy Town" New Orleans is also—traditionally a newspaper town. Schedule now for capital response.

THE TIMES-PICAYUNE and THE STATES-ITEM

MORNINGS & SUNDAY

WEEKDAY EVENINGS

REPRESENTED BY NEWHOUSE NEWSPAPERS

Editor & Publisher

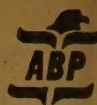
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Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959



Charter Member, Audit
Bureau of Circulations
Member, American
Business Press Inc.



6 mo. average net paid Dec. 31, 1972—25,035
Renewal rate—75.24%

A multitude of voices

Senator Gaylord Nelson of Wisconsin has reintroduced legislation (S. 630) which would reaffirm the historic principle of congressional support for the wide dissemination of a diversity of thought and opinion through printed publications circulated by mail. The Senate Post Office and Civil Service Committee is scheduled to hold hearings shortly on proposals dealing with second-class rates which will increase again July 6 in the second step of a five-year escalation amounting to a 127% increase.

Sen. Nelson has said, as E&P has frequently, that with its scheduled increases for second-class rates "the U.S. Postal Service was misreading the intent of the 1970 Postal Reorganization Act and substituting a single-minded concern for postal revenue for the larger public interest of providing a basic and fundamental service to the American people."

For 178 years, Congress provided direct legislative support for the wide dissemination of printed publications through the mail and set lower postal rates for this matter. Congress did not intend to reverse this historic policy, we feel sure, and legislation appears necessary to re-establish the principle.

"There remains a vital need for a multitude of voices—the little press, the controversial, the opinion press — which serve the specialized interests of some Americans and the basic interest of all America," Sen. Nelson states. It seems obvious that the rate policies of the Postal Service will diminish those voices seriously.

Newsprint picture

Reflecting high advertising volume and circulation sales, newsprint consumption continues to rise above the record 1972 levels. It was up 4.7% for the first two months of 1973 versus 1972 and the month of February had one less day than a year ago. Publishers stocks on hand amounted to 22 days supply at the end of February compared to 28 days a year ago.

Canadian manufacturers are doing everything they can to meet the demand. Production in Canada for two months was up 7.3% while U.S. production was up only .9% making North American production ahead by 5.4%. Some Canadian mills are operating "flat out," according to NIC, and some are on a seven-day schedule for the first time in their history.

Yet, although NIC says supply and demand appear to be "in balance" at the present time, it agrees that a shortage might develop. "If there is no downturn in the economy," NIC says, "supply may be especially tight in the peak Easter advertising season, the analysts say. They hope for an easing of the situation after that challenge, and an opportunity to build tonnage in preparation for the autumn upsurge."

The ANPA has warned against possible shortages this Fall. Publishers who don't order for their maximum needs and to build up inventories may regret it.

The Oldest Publishers' and Advertisers' Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdo established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

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Editorial Assistant: Marie Stareck.

Midwest Editor: Gerald B. Healey.

Washington Correspondent: Luther A. Huston.

Advertising Manager: Ferdinand C. Teubner.

Sales Representatives: Donald L. Parvin, Willard L. Pierce, Richard E. Schultz, Kenneth R. Schmitt, Earl W. Wilken.

Advertising Production Manager: Bernadette Borries.

Assistant to the Publisher and Promotion Manager: George Wilt.

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San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall & Sands Inc. Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20004. Phone: 202-628-8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

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Best-informed voters prefer print media

By M. Timothy O'Keefe and
Kenneth G. Sheinkopf

One of the hottest debates in journalism today is whether newspapers or television deserve the title of "Number One News Source." This point has long been discussed in both the practical research and the popular literature, and each side has offered considerable evidence on its behalf.

The power of the newspaper to reach people with both news and ads has been mentioned frequently in the pages of EDITOR & PUBLISHER. In November, for example, Robert U. Brown noted that newspapers reach 77 percent of all adults in one day—more than 10 million people every 24 hours. And in the February 10, issue of EDITOR & PUBLISHER Leo Bogart was quoted as saying that it just isn't true that television is the public's main news source. He maintained that the newspaper is the number one source of national news.

Much of television's support has come from The Roper Organization, and their study of public attitudes toward television and other mass media since 1959. One of their main conclusions is that television has steadily moved ahead of newspapers as "the people's choice" among media, and television now leads as the main news source. In the specific area of politics, Roper concluded that television has a commanding lead over newspapers as the source for becoming acquainted with candidates for national office. People look to newspapers for information about local politics, Roper found, but they think of television as the source of news on the state or national level.

Perhaps the controversy has best been summed up by Rivers, Peterson, and Jensen, in the 1971 edition of *Mass Media and Modern Society*, when they note that survey after survey has shown that television is the news medium most relied upon by most Americans. Looking at the media strictly from an information viewpoint, radio and television seem to serve a key role in signaling events, in which they announce the immediate—and usually sketchy—reports of a happening. But much news is left out by the broadcast media, leaving the newspapers the important task of supplying the details.

The 1972 Election

Several weeks before the recent Presidential election, forty-five students in an upper-division advertising class at Florida Technological University were selected and trained in the use and administration of the telephone questionnaire. Nearly 1,000 names were randomly drawn from the Orlando/Winter Park and other central Florida telephone directories, and a questionnaire was designed to measure voter knowledge of campaign issues and candidate stances on these issues.

(The writers are assistant professors in the Department of Communication at Florida Technological Univ., Orlando.)

EDITOR & PUBLISHER for April 7, 1973

The actual data collection took place between Friday noon and 10 p.m. Sunday during the weekend immediately preceding the election (Tuesday, November 7). A total of 743 usable questionnaires were completed during this interviewing period.

Best-Informed Use Print

Nearly half of the respondents first reported that television was indeed their primary source of political news, while less than one-third of the respondents indicated that newspapers were their most important news source. Magazines and radio were rated far down the scale of importance. At the same time, though, most persons were unable to name at least three of the most important campaign issues. To avoid helping respondents in their answers, those interviewed were not supplied with a list of possible issues, but were instead asked to name those areas which concerned them most.

The interesting finding here, however, was that those best informed received their information from a printed instead of a broadcast source. (Respondents able to discuss various issues concerning the race and who based their statements on knowledge about the issues, rather than simply likeability for their candidate, were considered the best informed.)

An interesting pattern emerged in comparative source importance when a study was made of the media used for each issue discussed. Those discussing one issue, which was the largest group in the sample, clearly favored tv shows. But as respondents were questioned about a greater number of issues, preference for print media became clearly evident, so much so that those who had exhibited knowledge of a third issue cited a print source, and newspapers in particular, as their medium of information by a ratio of 4 to 1.

New Media Strategies

These results are even more interesting in light of the new media strategies used in the recent campaign. For the past several years, there has been a great deal of criticism of the spot political commercial, with critics noting that the brief announcements give only superficial treatment of the issues and ideas of the campaign. But in 1972, the two major Presidential candidates used television a little differently. The several Nixon campaign committees ran nearly twice as many network ads of five-minute and half-hour length than the traditional 60-second spot, while McGovern's media buyers chose 58 of the longer network commercials and only 36 of the shorter spots. *Broadcasting* magazine (November 13, 1972) noted that there were 40 Nixon 60-second commercials on the network, as opposed to 74 of the five-minute spots and four half-hour paid political programs. McGovern's 36 one-minute spots were aired along with 49 five-minute network announcements and nine half-hour political programs. Yet as this study showed, the more knowledge-

able people still cited newspapers as their prime source of information.

It thus appears that the newspaper is a much more important source of information than many have believed. The ability to study at one's own leisure a politician's stands and beliefs is an important ingredient that broadcasting just cannot provide.

Roper survey: tv is public's top news source

Television is the major source of news for Americans, according to the Roper Organization's 1973 survey of public attitudes toward the media. The study was underwritten by the Television Information Office.

When allowed to give multiple answers to the question "Where do you usually get most of your news about what's going on in the world today," 64% of the survey's respondents chose tv, 50% newspapers, 21% radio and 6% magazines. In the 1971 Roper survey, 60% had listed tv as their major source of news. In addition, in the latest survey, of those naming only one medium as a source of news, 33% listed tv and 19% newspapers.

The Roper findings also claim that television leads newspapers in credibility. When asked which of the four major media they would be most inclined to believe if news reports conflicted, 48 percent chose tv, 21% newspapers, 10% magazines and 8% radio.

The Roper survey also found that 65% of voting age Americans turned to tv for information about national candidates with 29% reading newspapers. However, the survey reported newspapers lead as the source of information for local office.

When asked which medium they would like to keep if forced to choose, 56% of the respondents chose tv, 22% newspapers, 16% radio and 5% magazines.

Short Takes

An 18 year old . . . charged with first degree murder testified in Circuit Court that he had been eaten by a deputy sheriff in the County jail.—*Milwaukee Sentinel*.

A man ended his life by stuffing his shirt with dynamite and blowing it up . . . —*Sacramento (Calif.) Union*.

A Port Authority Transit bus driver was robbed of \$14 and his wrist . . . —*McKeesport (Pa.) Daily News*.

"I've been in the Navy for 19 years and I'm looking at my next tour as possibly my last one . . ."—*Richmond (Va.) Times-Dispatch*.



"I find The New York Times' broad coverage valuable in pointing our two news staffs toward interesting and significant stories that we should develop in our city and state. We follow The Times also to spot major trends in national and international developments. This helps sharpen our coverage in these fields."

J. Patrick Kelly, Executive News Editor
Winston-Salem Journal & Twin City Sentinel

Food advertising remains stable during meat boycott

By Jeff Mill

Advertiser reaction to the nation-wide meat boycott has been generally mixed, with some special efforts being made by some advertisers to push meatless products. But, in other areas, newspaper ad departments report either no change or say that it is "too early to tell."

While some stores stood ready to give support to the meat boycott, President Nixon's action on March 28, imposing a price ceiling on meat, modified responses.

Washington's local Consumer Supermarkets had announced via ads last week that it intended not to sell any beef on Saturday, March 31, and to also present petitions to be signed by shoppers protesting inaction by the Government on rising food prices.

In the wake of the President's action, the stores subsequently explained that they would offer meat, but that the petition campaign would continue. The association of 13 stores said that the petitions would be forwarded to the White House.

Stamps suspended in Houston

In other areas checked by EDITOR & PUBLISHER, newspaper ad departments reported that resentment was focused on grocery prices in general, and not just meat prices. This was particularly true in Houston.

J. Weingarten Inc. the largest food retailer in Houston used a double truck ad in the March 29 *Houston Post* to announce that it was suspending the use of "Big Bonus" stamps in an effort to bring down the cost of groceries.

The stores also announced that there would be immediate across the board savings on 1800 grocery items. Post assistant retail admanager Paul Whitworth said that much of the reaction in Houston was to "grocery prices as a whole."

In Chicago, a spokesman for the *Chicago Tribune* said that as of April 2, "all retailers are in" for their weekly food advertising, and that "no cutback is scheduled" in food store ads, despite the boycott.

Hal Lawfley of the *Denver Post* reported that King "Soopers" of Denver had taken a full page ad on April 2 to announce their compliance with the Presidential ceiling, but otherwise said that they would continue to sell meat. Lawfley said that there had been no other advertiser reaction to the boycott.

Ads suggest meat substitutes

In Los Angeles, a spokesman for the *Times* said that Albertson's Food Centers, headquartered in Downey, had used their ad space to "counsel" shoppers on meatless substitutes, and had included meatless

recipes in the ads.

Ralph's Grocery Co., another Los Angeles-based retailer, used ads extensively to promote the new "Super-burger," a hamburger meat made of both meat and soybean derivatives. Soybean by-products are being recommended by some nutrition experts as a way of reducing meat consumption.

In Syracuse, a group of locally-based retailers took ads in the *Syracuse Herald Journal* and the *Post-Standard* to advise consumers that they were in sympathy with the protest against the high cost of meats.

The next day, the group also took an ad attacking a proposal to implement an existing, but dormant New York State tax on cardboard cartons. The stores warned that the action would cost an extra "\$40 million" per year. The ads ran on Thursday and Friday, March 29 and 30.

Of the areas checked by E&P, the most extensive reaction was found in Boston, and to somewhat lesser extent, in New York.

The Star Market Company used a full-page ad in the Sunday April 1 *Boston Globe* to advertise "Protein Rich and Highly Nutritious Alternatives to Meat." Included in the ad were three recipes for fish dinners, and a boxed statement from Betty McCabe, described as Director, Consumer Relations for Star. In her section of the ad, Ms. McCabe told readers that the purpose of the special "Ask the gal at Star" box was to "keep you posted."

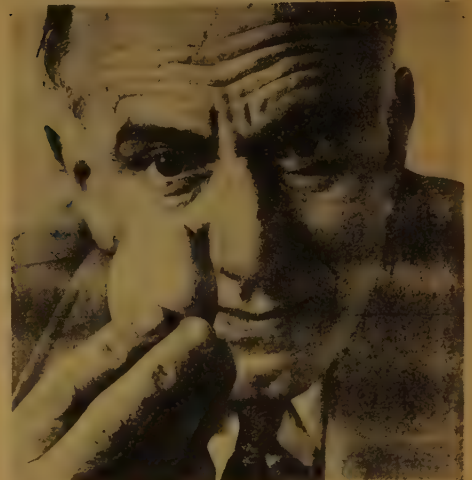
The column explained that Star was emphasizing meatless alternatives, that were both less expensive, and still nutritious. It presented suggestions for meatless breakfasts. Star said it was emphasizing "selective shopping."

Other advertisers in the Boston area also emphasized meatless meals. Finast Supermarkets carried a letter from their President, which said that ads for Finast would now carry lists of "Best Budget Values," lower priced substitutes for meat products. Finast stressed that the alternatives were nutritious, however.

Humor is used effectively

Perhaps the most humorous ad used during the boycott was placed in the *Boston Globe* by Purity Supreme Markets on April 1. Above the quote "Here's tomorrow's meat special at Purity Supreme," ran a picture of Purity president Leo Kahn—holding an egg.

The ad copy explained Purity's intention to support the boycott. Kahn said that the 36-store chain would not stock meat on April 2, and would instead offer meatless substitutes. While meat would return on



"Here's tomorrow's meat special at Purity Supreme."

Leo Kahn, President of Purity Supreme Markets, said that his store was supporting the boycott by not selling meat on April 2. He said that his store was offering a special on meatless meals, and that he was encouraging customers to try meatless meals. He said that he was not a vegetarian, but that he was supporting the boycott because he believed in the power of the consumer.

April 3, the store said it would continue to offer savings on substitutes.

New York's Restaurant Associates, which operates 13 restaurants in and around the city ran an ad in the *New York Times* April 2 offering a 10% discount on all meatless meals ordered in its restaurants during the period April 2-12.

A spokesman for RA said that the first day of the plan, "90%" of the orders were for meatless meals. He said that for the first time in the chain's history, a single entree was being featured for lunch each day in all 13 restaurants.

Also in New York, Big Apple markets announced that they would support the boycott by selling meat, though "at cost." Double truck ads for Pathmark offered 7 coupons for customers who want to make a meatless week from April 1-8.

The Pathmark ad also stated that the chain was "not very hopeful that a one week boycott will have any lasting effect on prices. We do think that a longer range program limiting (not eliminating) meat meals can have an impact."

Recipe contest sponsored

The ad also announced that Pathmark was sponsoring a recipe contest for meatless dishes. Winners would receive a \$10 coupon, redeemable at Pathmark stores.

In Omaha, in the heart of meat producing country, there was no advertising reaction to the boycott, a spokesman for the *World Herald* reported. Nor have the meat producers relied upon ads to explain their position.

Many papers featured "beefed up" coverage of meatless menu items. In Michigan, the *Escanaba Daily Press* sponsored a contest to find the best meatless recipe, from March 12-23. Among suggestions received by women's editor Jan Martin were recipes for meatless meat loaf and a tuna casserole.

Changes proposed in directorate of New York Times

The honorary title of director emeritus will be conferred on Mrs. Iphigene Ochs Sulzberger at the annual meeting of the stockholders of the New York Times Company which is scheduled for April 24 in Town Hall, New York City.

The proposal, which is linked with the nomination of directors, is virtually assured of ratification. Mrs. Sulzberger has been one of the directors from the group of Class B common shareholders, serving since 1917. She is the daughter of the late Adolph S. Ochs, the widow of Arthur Hays Sulzberger and mother of the present publisher of the *Times*, Arthur Ochs Sulzberger.

As a director emeritus, Mrs. Sulzberger will be entitled to participate in discussions at meetings of the board but she will not have a vote, nor will she be counted in determining the presence of a quorum.

A new policy has been established calling for the retirement of outside directors at age 70. An exception was made enabling present directors, who have reached 70 this year, to serve an additional year.

Both Class A and Class B stockholders have nominated slates containing one new name each for election as directors. In action taken recently, the board reduced the number of directors from 10 to 9, the Class A stockholders retaining the right to elect three.

The Class A list includes William R. Cross Jr., a senior vicepresident of Morgan Guaranty Trust Company in charge of its corporate finance division. He owns 2,000 shares of A stock of the Times Company. Cross will fill the vacancy created by the retirement of Eugene R. Black, the banker.

Up for re-election from the A group are: Gardner Cowles, chairman of Cowles Communications Inc. which owns 2,600,000 A shares; and William F. May, chief officer of the American Can Company who owns 200 share of Times A stock.

Times stockholders were advised that Cowles, who was 70 on January 31, will retire from the board at the expiration of the 1973-74 term. He became a Times director in 1971 after the company acquired Family Circle magazine, several Florida newspapers and other interests from CCI.

Reston to replace Catledge

James Reston, editorial columnist for the *Times* and a vicepresident of the company since 1969, has been nominated on the B list to replace Turner Catledge, former executive editor and a vicepresident who is retiring from the board under newly adopted rules. Reston owns 11,608 A shares, 200 B shares and 50 preference shares of the Times Company. He has worked for the newspapers since 1939.

According to the statement sent to stockholders, trustees under the will of Adolph S. Ochs own about 37 percent of the 10.4 million shares of Class A common and the Cowles Company owns about 25 percent in this class. The Ochs estate also owns about 69 percent of the Class B shares of

which 803,100 are outstanding.

The Class A group will have a larger voice in the company as the result of an amendment to the corporate charter which the management is recommending for adoption. This will provide for Class A shareholders to participate in the selection of the accounting firm that audits the company. The chief proponents of this change have been John J. Gilbert, John C. Henry and Wilma Soss, professional spokesmen for minority shareholders at annual meetings.

Expansion changes company

The New York Times company has grown substantially in the last few years with acquisitions of firms in the communications and educational fields with development of services which spin off by-products from material gathered by Times people around the world.

When it was primarily an enterprise publishing the *New York Times* seven days a week, the company had total revenue of \$284.7 million in 1969 and had a profit (before taxes) of \$38.2 million.

Last year, with new acquisitions accounted for, the Times company realized total revenue of \$329.5 million and earned a profit (before taxes) of \$23.3 million. Net income in 1969 was \$19 million and last year it came to \$13.6 million.

Charts in the president's annual report show dramatically the declining role of the Times as an income producer in relation to the earnings performance of subsidiaries. For example, while the magazine group yields a pre-tax income of roughly 10 percent of revenues, the Times Newspaper's earnings rate was about half of that. With \$234.4 million in revenues, the newspaper counted \$13 million as profit (before taxes), whereas the magazines (Family Circle, Golf Digest, Golf World, and Tennis) showed pre-tax income of \$5.4 million on revenues totalling \$65.1 million.

The report notes the sick children in the magazine family acquired from CCI are the periodicals that go to doctors and dentists.

Although a very small segment of the Times Company, the broadcasting group (a television station in Memphis and radio stations in New York City) represented the pictures of health with pre-tax income of \$1.6 million on revenues of \$5.6 million, or about 20 percent.

Profit in Florida

Another small but growing group in the earnings picture consists of the Florida newspapers—six dailies and three weeklies. Last year they had aggregate revenue of \$12 million, up from \$8.2 million in 1971, and pre-tax income of \$3 million, as against \$2 million in 1971. The 1972 figures outshone those of the broadcast group, the ratio of pre-tax income to revenue being one to four or 25 percent.

Other subsidiary activities, the annual report notes, turned the corner in 1971 and earned pre-tax income of \$317,000 after a loss of \$3.2 million in the previous year. The 1972 revenues totalled \$21.3 million from such operations as the New York Times Index, the Information Bank, the New York Times News Service, Large Type Weekly, School Weekly, several book publishing houses, the International *Herald Tribune* (Paris) in which

the Times has a one-third interest, and Canadian newsprint companies from which the Times buys most of its paper. In 1972 the bill for 321,000 tons of newsprint came to \$52.8 million.

In Summary, the newspaper contributed 54 cents per share to net income last year while the subsidiaries contributed 42 cents per share. The consolidated-net of \$13.6 million, including extraordinary income, was \$1.17 per share.

Tribune Co.'s 1972 net profit hit \$19.3 million

Net earnings of Tribune company, publishers of seven newspapers with the largest combined circulation of any group of affiliated papers in the U.S., were \$19,321,000 for 1972.

This represented an increase of 43 percent over the 1971 profit of \$13,494,000.

Total revenues last year were \$546,677,000 compared with \$478,926,000 in 1971, an advance of 14 percent.

Tribune Company publishes the *New York News*, *Chicago Tribune*, *Chicago Today*, *Fort Lauderdale News & Sun-Sentinel*, the *Orlando Sentinel-Star* and the *Osceola (Kissimmee) Sun*, in Florida.

The current earnings report issued April 2, was the second reported by the company which is privately held. Majority of the company's outstanding stock is owned by the McCormick-Patterson Trust, created in 1932 by Col. Robert R. McCormick, Capt. Joseph Medill, and Eleanor Patterson, grandchildren of Joseph Medill, one of the founders of the *Chicago Tribune*.

Besides owning newspapers, Tribune company has four television stations, three AM radio stations, and two CATV systems. In addition, the company owns two newsprint mills in Canada, hydro-elect generating plants, shipping operations and an insurance company.

The report said that each of the company's major operations (newspapers, broadcasting and paper mills) contributed to the improvement in earnings.

There was no breakout of the earnings of the individual operations.

Family Weekly's profit payments are up 16%

Family Weekly announced this week that it will reimburse members at the rate of 16.12¢ per thousand per week, or \$8.54 per thousand for the year. This profit is an increase of 16.2% over last year.

In year-end report to its 285 subscribers, Morton Frank, president and publisher said that the profit payment was made possible by an increase in circulation and advertising.

Frank explained that circulation was increased both by the number of papers that carry the magazine, and by circulation increases of existing subscriber papers. He said that 17 papers had been added to the distribution list last year, and that so far in 1973, 4 papers have joined.

Advertising was also increased during the past year, Frank reported. Gross revenue from ads was up 16.2% with ad pages up 5.1% from 1971.

Publishers seek \$1½ million to preserve old newspapers

The scholar in search of the most extensive collection of early American newspapers goes to Worcester, Massachusetts, rather than to the nation's great libraries in Boston, New York, Philadelphia or Washington.

For this is the home of the American Antiquarian Society and its rare book library.

The society has in its files between two million and three million copies of American newspapers printed in the 18th and 19th centuries.

Of the 2,120 separate newspapers published in the United States before 1821, the AAS has copies of more than 75 percent. That is more than are filed in any of the other leading collections: the Library of Congress, the Harvard University libraries, the New York Public Library and the New York and Wisconsin Historical Societies.

Steele heads committee

Richard C. Steele, president and publisher of the *Worcester Telegram and Gazette* and a member of the AAS, heads a committee of newspaper executives who are seeking \$500,000 to be spent to preserve the newspapers on file at the AAS and make them more useful.

Why collect old newspapers?

For serious scholars, "the uses of newspapers are infinite," says Marcus A. McCorison, director and librarian of the society.

No source is better than newspaper advertisements to show what life was like in 18th Century America, according to McCorison.

Newspaper editorials and letters to editors are unsurpassed, he adds, for an understanding of the political currents of a period.

One of the earliest historians of the American Revolution, David Ramsay, wrote in 1789: "In establishing American independence, the pen and the press had a merit equal to that of the sword."

Colonial times

McCorison says that 18th century newspapers tend to be less valuable for local news than the casual observer might expect. That is because the typical town in Colonial America was so small that local news was easily spread by word of mouth.

Early newspapers—practically all of them weeklies—relied on "old" news. News of Europe came by ship. It was always two months or more late.

The late Clarence S. Brigham was director of the American Antiquarian Society for more than 40 years. He traced the news flow in the colonies after the Declaration of Independence was issued in Philadelphia on July 4, 1776.

Brigham found that the declaration was first reported in a Philadelphia newspaper on July 6, in Baltimore July 9, in New York July 10, in Providence July 13, in Hartford July 15, in Boston July 18 and in Williamsburg July 19.

Isaiah Thomas founded the American

Antiquarian Society in 1812 as the first national historical society in the United States. He and Brigham are the two men most responsible for the quality and size of the AAS newspaper collection, McCorison says.

History of printing

Thomas published the *Massachusetts Spy*, a weekly newspaper, first in Boston and then in Worcester. After the Revolution, he became a major book publisher with 150 employees and seven presses. His "History of Printing in America," published in 1810, remains a standard reference work for the study of newspapering and printing in 18th century America.

In the course of writing his history, Thomas collected newspapers. Many were contributed by other publishers. He also bought many newspaper files. He paid \$180 for the files of the *Pennsylvania Gazette* from 1735 to 1775. Thomas gave his collection to the society.

Brigham's vigorous purchases of the files of old newspapers more than doubled the AAS collection from 1910 to 1947.

Brigham devoted most of his life to writing the classic two-volume bibliography of all newspapers published in the United States before 1820. His "History and Bibliography of American Newspapers, 1690-1820" is the basic source for authors on early American journalism. Edwin Emery, in "The Press and America," describes Brigham's bibliography as "an indispensable tool of the Colonial press historian."

Publication of Brigham's work by the American Antiquarian Society in 1947 was underwritten by the late George F. Booth, editor and publisher of the *Worcester Telegram and Gazette*, and the late Harry G. Stoddard, president of the Worcester newspapers.

Rare book library

Both were among the 250 members of the private antiquarian society. The bulk of the society's \$300,000 annual budget comes from endowment and gifts from members. The rare book library is open without charge to scholars. In addition to the newspaper collection, the library contains 675,000 books, more than a half million manuscripts and 100,000 prints, maps and pieces of sheet music.

Its collection of material printed in the United States before 1820 is regarded as the most complete in the nation.

But it does not have what is usually said to be the first newspaper printed in America. That was *Publick Occurrences*, published in Boston in 1690. It survived for only one issue. The only known copy of *Publick Occurrences* is in the Public Record Office, London.

The AAS does have, however, a complete file of the *Boston News-Letter*, established in 1704 and the first newspaper to publish regularly. It continued under various names until 1776.

Such early newspapers as the Boston *News-Letter* tend to be in better condition

in the files of the AAS and other libraries than more recent papers. McCorison says that is because the introduction of acid into the paper-making process after the Civil War leads newsprint to decay.

The acid remains active, according to McCorison, not only damaging the paper it was used to make but also migrating into acid-free papers stored nearby.

McCorison hopes to make the AAS newspaper collection more useful for scholars by hiring a curator to improve the cataloguing and to pay more attention to preservation.

Obtaining funds for a curator is one of the goals of a \$5 million development program that the AAS hopes to complete by 1976. The society has already raised \$2.1 million.

Committee members

The committee headed by Steele, the Worcester president and publisher, includes Leland J. Adams, assistant general manager of the Worcester *Telegram and Gazette*; Richard H. Blackledge Sr., publisher of the *Kokomo (Ind.) Tribune*; D. Tennant Bryan, publisher of the *Richmond (Va.) Times-Dispatch and News Leader*; Frederic B. Farrar, senior vicepresident of Cresmer, Woodward, O'Mara and Ormsbee, Inc.; David K. Gottlieb, president of Lee Enterprises, Davenport, Iowa, and chairman of ANPA/RI; Harold F. Grumhaus, chairman and publisher, the *Chicago Tribune*; Arthur H. Motley, chairman of the board, Parade Publications, Inc.; Eugene C. Pulliam, president and publisher, *Phoenix (Ariz.) Republic and Gazette*; Dolph C. Simons Jr., president and publisher, *Lawrence (Kans.) Journal-World*; Joe D. Smith Jr., publisher, *Town Talk*, Alexandria, La., and president of the ANPA Foundation; Stanford Smith, president, American Newspaper Publishers Association; Davis Taylor, chairman and publisher, the *Boston Globe*, and chairman, ANPA; and James Russell Wiggins, editor and publisher, the *Ellsworth (Me.) American*. Wiggins, retired editor and executive vicepresident of the *Washington Post*, is president of the American Antiquarian Society.

Serving as a newspaper advisory committee for the effort are Robert U. Brown, president and publisher, *EDITOR AND PUBLISHER*; Katharine Graham, president and publisher, the *Washington Post*; James L. Knight, chairman, Knight Newspapers, Inc., and Paul Miller, chairman of Gannett Newspapers and chairman of the Associated Press.

Mid-summer target set for new paper

Fayetteville (N.C.) Publishing Co. will launch a morning newspaper, the *Fayetteville Times*, this summer, it was announced this week by Ramon L. Yarborough, president and publisher.

He said the Times will publish six days a week and be combined with the afternoon *Observer* on Sunday. He said the paper will have a separate staff and offer combination ad rates as well as occupy separate facilities in the Fayetteville Publishing Co. building.

Harvard prof: papers need to use marketing techniques

By Mark Mehler

An assistant professor at Harvard Business School urged members of the Interstate Circulation Managers' Association in Hershey, Pennsylvania, April 1-3, to adopt more of a marketing, orientation in their approaches to the job.

Scott Ward, a reporter for suburban newspaper in Pittsburgh prior to coming to Harvard, gave a 2½ hour presentation outlining successful marketing techniques for newspapers.

"It seems to me," he said, "that newspapers, and circulation departments in particular, are too production oriented . . . concentrating almost solely on simply getting the product into the hands of the consumer. I believe that in order to successfully compete with other media, it is absolutely necessary for newspapers to begin thinking about what the consumer wants and about why and how people use newspapers."

Ward urged the circulation directors—who were attending the association's 56th Spring meeting—to examine more closely what makes newspapers unique. "There are certain things we do better than tv and radio, and other things we cannot do. Segmentation, for example. Tv is able through the nature of the medium to offer their advertisers a highly segmented audience. From 1-3 pm, 8,000 housewives, from 11 to midnight, married adults, and so on . . .

"Newspapers could do more of this," he continued, "but unfortunately they haven't." Ward recognized the problems of production that make selective placement of advertising difficult, but nevertheless felt that more power could be exerted to place advertising where it would be most effective. "To a certain extent, this is done in the sports pages," he conceded, "but why not the rest of the paper too." He mentioned regional editions as a step in this direction, or placing more fashion ads on women's pages.

Ward introduced results of surveys by the Bureau of Advertising as well as personal studies to point out that newspapers reach a more highly motivated consumer, contain more detail, and bring to the reader emotional involvement not found on tv.

"Tv is better for creating instant recognition of a product, establishing initial contact with the consumer. But when the consumer is ready to buy, it is newspapers that supply him with the facts and knowledge he needs to make decisions."

Suggestions offered

Ward offered some practical suggestions for implementing a marketing policy, based on the goals of the individual newspaper. "Not all these suggestions are practical," he admitted, "but I'll throw them out to you."

His suggestions included a "hot line" between readers and the circulation de-

partments (for smaller and medium dailies) for complaints about non-delivery or other problems, free trial subscriptions for non-subscribers with pointers on things of interest in the paper, sitting down with advertisers and non-advertisers for intensive dialogues to find out what they think, and more image building.

"Tv and radio have the jingles and theme songs, but there's no reason why we can't do a little promoting of our own," he asserted.

Finally, Ward discussed the rising competition from the electronic media in the news area. "With the recent emphasis from Washington on more balanced coverage, both local and national stations are going to provide a great deal of competition. We need to get involved in a larger mix of news and feature, in-depth type of material. What we are witnessing, in effect, is a change in the traditional concept of the newspaper."

Questions from the circulation managers further pointed out the need for more marketing. One told of a lost major food account because of failure to segment. "The prices we ran were for one store. In another town they were 2-3 cents more, and the supermarket manager took a lot of heat for it."

All the attending circulation people agreed on the need for more communication with editorial staffs. A circulation manager of a major city paper told of periodic joint trips with editors to talk with subscribers.

"Newspapers are a one-to-one personal medium," concluded the speaker. "A local merchant gets on tv and tries to establish that kind of personal contact in a one-minute spot, and makes a fool of himself. In a newspaper, we can build the kind of image for local, and to a lesser extent national advertisers, by means of typographical recognition, sales promotion, and a responsible approach to our job."

Key issues discussed

The circulation managers met in workshops Monday afternoon in which they discussed several major developments, and problems.

The key issue was carrier turnover. Ray Gilliland, circulation director of the *Lancaster (Pa.) Newspapers, Inc.*, urged his colleagues to consider a new method of screening potential carriers. With reports from papers of up to 175% yearly turnover, no one was arguing the need for solutions.

The method proposed by Gilliland, which was introduced at last April's International Circulation Managers' Association meeting, is done in conjunction with a psychiatrist and employs a series of questions designed to eliminate immediately, youngsters lacking determination and other important qualifications for success.

"We've been having most trouble with the athletes," said another manager. "Our best carriers are little fat boys."

Another development was the move toward high-rise apartments in urban areas and their effect on circulation.

Don Nizen of the *Baltimore Sun* complained of problems in the inner city. The Equal Employment Opportunity Commission recently ordered the *Sun* to change their classified advertising designations. The EEOC ruled the *Sun* must advertise either in both male and female categories or in male/female for district manager. "We haven't hired a woman yet for a district manager position," said Nizen, "although we are complying with the classified ruling. The problem is that not many women want to work nights walking door-to-door in the inner city."

High rise problems

The advent of high rises has not aided circulation either, according to Nizen, since placement of newspaper racks and vending machines are usually in bad locations such as laundry rooms.

Other issues discussed were special prices for senior citizens (not widely in operation), trends towards automation and a move toward paid in advance collections, which said several members, might solve some collection problems, but would correspondingly decrease important personal contact between carrier and subscriber.

Another development only lightly touched upon are two bills, in Pennsylvania and Maryland, which would require use of shoulder straps in automobiles, as well as seat belts. In Maryland, the *Sun* papers have asked the Maryland Press Association to look into the bill. It is now out of Senate committee, and contains exemptions for such groups as post office carriers and milkmen. The law, as it now stands, could have a profound effect on motor delivery in that it would require more time and limit mobility of carriers.

Other events held over the two day period were a presentation by Edward Doyle of Hans Mueller Corp. on their new fully automatic stuffing machine, and a highly animated talk by William Jardine of the *Minneapolis Star-Tribune* on carrier promotions.

Jardine provided numerous examples of successful carrier promotions in the mid-west, including awarding plaques for recognition of success, sponsoring trips, and prizes of every description.

"The carrier is a professional," says Jardine, "and must have professional training to do the job correctly. But even more important, he must be made to feel proud of the product he is selling."

Jardine stressed the need for inculcating in the carrier a sense of being an important part of the operation. "Carriers don't usually stay long enough to do any in-depth selling, so we have to excite them as much as possible while we have them."

"Like any salesmen, a carrier should be fully equipped with a repertoire of sales techniques . . . he must be made aware that just to go up the front door and say, 'do you want a paper?' is not selling . . . the trick is to get in the house."

Klemesrud brings reality to women's department news

By Patricia Roberts

Beautiful, elegant women in beautiful, elegant clothing simpering from the pages of the spring fashion section of the *New York Times* . . . And there in the midst of it all Gloria Steinem in turtleneck sweater and blue jeans, saying that the best thing to wear is "whatever enables you to do your work with the greatest ease."

It smacks of heresy for reality to intrude upon pages of chic Saks Fifth Avenue dress ads, but there it is, a story by Judy Klemesrud, staff member of the Times "Family Food Fashions Furnishings" section; in short, the women's news department.

In the past six years, she has been instrumental in transforming the Times family/style section from "service-oriented elegance"—how to's for the rich and their emulators—to a place for serious, readable stories about people and their problems.

She's an unlikely revolutionist, an Iowa woman of small town origin who came to the Times via the *Chicago Daily News* in 1966. Yet Judy Klemesrud pioneered the use of the serious feature on the family/style pages and carries on a perpetual crusade against frivolous, say-nothing stories.

She has written about almost every aspect of family life, including one long ignored in family newspapers—sex. She has put unwed mothers, lesbian mothers, adultery and homosexuality alongside stories on the most conventional of subjects. Over-indulgence of any sort—drugs, alcohol, food, sex—seems to fascinate her.

Charlotte Curtis, editor of the family/style section, calls Judy Klemesrud's stories "among the most highly interesting and informative in the entire paper." A fellow reporter, Virginia Warren, says, "She has the talent and courage to ask anybody anything. Some of the rest of us don't."

Most ideas her own

Most of her story ideas are her own, many of them subjects she personally identifies with. Many associates credit her freshness of outlook to a midwestern upbringing in Thompson, Iowa, population 600, where her high school annual prophesized that she would someday edit the *New York Times*.

It was a newspaper family. Her parents ran two weekly papers, combined circulation 2300, and "because it was easiest for me to take the copy downtown," Judy edited her high school paper. She went on to major in journalism at the University of Iowa "because it was the only thing I knew anything about."

After college came a year of graduate work at the Columbia University School of Journalism, then four years as a general assignment hard news reporter at the *Chicago Daily News*. She joined the Times staff at age 27. Now, at 33, she is one of its best known reporters and a frequent contributor to women's magazines and the *Times Sunday magazine*.



Judy Klemesrud

"When I'm writing I always try to make it so easy to understand my mother in Iowa will have no trouble," she says. "She flunked the first and sixth grades. I always write with her in mind."

That same Iowa mother also sent her daughter away when there was cooking and cleaning to be done. "I don't want you to learn this," her mother would say. Judy never did, and perhaps for that reason, has remained single and adopted a life style commensurate with the changes in family living—especially the expectations of women—about which she so frequently writes.

A quiet life

She lives alone in an East 53rd Street apartment and doesn't plan to marry. "The very thought of someone telling me to cook or take shirts to the laundry, of being someone's servant . . ." She doesn't finish the thought, talks instead of her ideal lifestyle, a married couple with separate apartments side by side, each doing housework independently. An ideal Saturday night is an evening alone in her apartment, the lights turned low, with her two parrots, her tropical fish, a Knicks game to watch on television and take-out food from a Chinese restaurant.

She eats out at "greasy spoon restaurants," reads magazines but not books ("they might influence my writing style") and does exercises with Jack LaLanne each morning before work.

"I'm a low brow person. I have non-intellectual tastes," she says. "I think readers are that way."

Waking up with an ice-cold coke each morning and, after exercises, she is at her desk at 11 a.m. making phone calls and reading the morning paper. After lunch she heads to a story interview and by late

afternoon is back at her typewriter till 7 p.m.

A typical month's work: Stories on a female dart champion, lesbian mothers, Overeaters Anonymous, a girl tennis star, city fears of women and an Italian journalist whose mother once implored, "You must work, you must have a profession. You must not wash dishes like me."

Sometimes editors will cut what she considers too much from a story and, in such cases, her tantrums are legendary. She has been known to slip portions edited from stories back in; once she even ripped up galleys of type and threw them on the floor. More than once she has stormed from the newsroom in a fit of anger or called an old friend, Carol Cramer of the *Chicago Daily News* New York bureau, to ask her to help clear out her desk.

Objects to payola

Woman reporters in the family/style section are allowed to buy clothing wholesale from dress manufacturers and Klemesrud argues that it's not right. She advocates change in the entire status of family/style reporters on the basis that "We're still considered second class citizens in the newsroom."

Their expense and travel privileges are the same as city room reporters but in a recent confrontation family/style staffers claimed they have lower pay. Ms. Klemesrud had no personal pay gripes—as she earns in excess of \$24,000 a year, but she is working with a group to advance the status of women at the Times.

Whatever the discrepancies, she's happy to be in the women's department because of the freedom she's allowed. Once when she turned in an interview with Mrs. Eldridge Cleaver to the city desk, editors became upset about her use of a certain word.

In her own department, such usage would just have drawn the comment "Judy's telling it like it is again," she says, although there, too, it would probably have been cut out. She finds hard-news writing too cut and dried, coverage of events too repetitive. "Some of the things they do, I'd die if I had to do that," she says.

Only once in her six years at the Times has she had a front page byline and when it happened—with an investigative story on adoption in February—she was sorry it did. "I had to write in that dry city desk style," she says. "And readers don't like stories that jump from the front page to the middle of the paper."

Judy Klemesrud is not the only family/style reporter who converted from hard news writing; most of the ten writers of her own department have backgrounds in deadline reporting. A decade ago, any woman's section was considered a burying ground for a talented writer. Not so now as, under pressure from woman's liberation groups, woman's pages across the country convert to more serious writing.

Nevertheless, Klemesrud feels women's pages have a long way to go. "We're still the closest thing to a comic strip the Times has," she conceded. "When we write too much about a controversial subject, we get back letters from the editor telling us to brighten it up. They like it that way, even though life itself is grim."

Women's editors express concern with content, direction of pages

By Lenora Williamson

Content, readability, and direction of women's news in today's newspapers got more concentrated attention from women's editors, writers and journalism teachers attending the annual Penney-Missouri workshop awards than the recent cross-country ferment about changing the name of women's pages.

Continuous questioning and dialogues between workshopers and guest speakers attending the March 19-23 sessions at the University of Missouri School of Journalism in Columbia demonstrated editor's and reporter's philosophic involvement with what directions women's interest news should take and how women's departments—small and large—can be organized for a more effective job. Mixed with plaintive queries about how to find out what the reader *really* wants was companion comment that maybe the reader doesn't really know and/or isn't that much concerned with all the soul-searching by women staffers.

The 13th annual Penney-Missouri Newspaper Awards Workshop was conducted through a grant from the J. C. Penney Company with attendance including staffers ranging from major metropolitan dailies to weeklies. Twenty award winners who shared \$10,000 in prizes (E&P, Dec. 23) attended as guests and participated in critiques, panels and slide presentations, with 25 workshop registrants.

Women's liberation was not a frequent subject itself, although the equal pay issue did come up as a problem, especially at smaller papers. An informal, unsigned survey was made after the pay question received emphasis in such remarks as, "I'd be ashamed to say what I make," and, "No one knows what others make when there's no Guild." Professor Robert R. Hosokawa, workshop director of the University, announced that the salary range among those attending was from slightly under \$30,000 down to \$6,000.

The handling of weddings, engagements and women's club news and policies of photo coverage are continuing puzzlements, most discussion sessions indicated. "How do you say 'No'?" became a repeated cry.

William Wundram, associate editor of the *Davenport (Iowa) Times-Democrat*, attending as a speaker and roving aide to Prof. Hosokawa, spoke to the "no" business when he said he once told a women's group that he would take a picture of their check presentation if they put the check in an eight-foot pizza. The ladies took him seriously, baked the pizza, and got their picture and story—but it was on how they made the pizza.

Wundram cited a "whole new ballgame in women's pages as they aim for men and women readers" and said editors are going to have to decide what kind of sections they want to produce.

"Gutsy" seemed a favorite word as floor questions and discussions directed barbs at weddings, engagements, and social and club news. "Why not treat them all like journalism?" was injected frequently. Judith Anderson of the *San Francisco Chronicle's* "People" section and winner of the first Paul L. Myhre Award for Excellence in Reporting last year, returned to address the workshop, stressing she would like to see social events covered as news stories.

"Readers don't deserve coverage that says everybody had a wonderful time," Ms. Anderson declared. She asked whether readers aren't getting tired of stories about women's liberation, abortions, etc., amid all their concerns about getting kids to school and the price of beef and other foods. There is a big area not being reached by women's pages at all, Ms. Anderson added. "We cover some things so well; others we don't cover at all." She promised a never ending stream of stories "if we just go looking for them" and deplored the tendency for an editor or writer to get on "her own thing" and forget about readers who might not be all that interested in the subject.

Too frequent reliance on public relations people and press conferences also drew the ire of the *Chronicle* writer. She termed press conferences a waste of time since everybody gets the same story, and said better stories could be had by seeing people individually.

Cruddy coverage?

After Ms. Anderson said the *San Francisco Bachelor's Ball* and/or *Debutante Ball* should be covered "like it is", she was asked by a workshoper whether it might not be "kind of cruddy" to go to a ball and make fun of it. Replying that she did not mean make fun of an event but rather to report it as a feature story, Ms. Anderson did add, "If they don't invite you back next year think of all that space you've gained."

Floor comments then turned to philosophizing on society news: "Do we have a right to judge how people entertain themselves? 'What do you think Society should be . . . how should it be covered?'" "People are social beings . . ." "We tend to be intellectual and elitist and forget that they want to read Heloise."

Ms. Anderson admitted: "We may go away still disagreeing", but "we have found out that we are no alone; we care about what happens to our sections and we want to do better things—if we don't care, who will?"

The workshop heard photojournalist-author and Missouri faculty member Angus McDougall declare that women's pages are often "a visual and editorial wasteland" despite changes that have made them more relevant and significant.



THE DEAN'S STORY gets a good response from the women's editors and writers attending the Penney-Missouri awards workshop at the University of Missouri. From left, Dean Roy M. Fisher, Jo Werne of the *Miami Herald*, Madera Spencer, Montgomery (Ala.) Advertiser; Mrs. Robert R. Hosokawa, whose husband is executive director of the awards program; Nancy Woodhull, Woodbridge (N.J.) News Tribune; and Ruth Miller, *San Francisco Chronicle*.

Too many still underestimate the broad interests and intelligence of their readers. Too many are shallow and superficial. Space may be tight elsewhere in the paper, but women's sections still have plenty of space for fluff."

Professor Donald M. Ferrell, city editor of the *Columbia Missourian* and a ex-California newsmen, told the audience that effective reporting is the "guts" of a newspaper and that while packaging the news is important "you'll seldom fool your readers by taking poorly written stories and hiding them in good page layout."

Ferrell said that a high standard of reporting is for all editorial departments of a newspaper. "Women are no longer expected to just write three or four graf engagement announcements. They are expected to do in-depth reporting."

The winner of the \$1000 prize for fashion reporting, Jo Werne, *Miami Herald*, headed a luncheon discussion on the changing coverage of fashion. Explaining that she had done few fashion stories in her newspaper life—the prize story was on "Polyester: A New \$70 Million Business"—she sees fashion coverage (and the public) as less interested in what Paris is doing and "what department stores want us to do." She said the *Herald* was trying to report what people are wearing rather than what stores and manufacturers want them to wear.

Editor meets photographer

Angus McDougall, in his lecture on good and bad use of photographs, acknowledged that many bad pictures appearing on women's pages are due to photographer-failure. "I know that many of you have to put up with the work of uninspired hacks. There may not be much hope for the old timers, but take time to really get to know the younger photographers. Understand their frustration with photo orders that have almost no picture potential and try to do something about it."

McDougall warned that situations set up just for pictures nearly always make bad pictures, since people wait for a photographers to tell them what to do. "With no props available the photographer will often fall back on the cliché 'Piece of Paper Caper', placing a letter or book in someone's hands and telling others to pretend to look at it. 'You can almost hear the stage directions for this photo when it appears in the newspaper,' McDougall said.

McDougall stressed in a concise lesson on cropping of pictures that an editor's taste and judgment are crucial. "Cropping can be a sharp edged tool that cuts both ways—it can help a picture speak emphatically or it can destroy."

Cropping advice

Mentioning that usual cropping advice is "crop tight—then crop some more", he said that the exceptions are as important as the rule. "Valid background often reinforces the picture's message. When the setting is significant, tight cropping is a serious mistake. The perceptive editor exercises self-control. He crops only for visual impact but knows when to leave a good thing alone. When the 'where' is as important as the 'what' in a picture, the



PANELISTS CHEERFULLY HEAR THE AUDIENCE VIEWPOINT during the J. C. Penney-University of Missouri Newspaper Awards workshop program. From left, Jan Grimley, Davenport (Iowa) Times-Democrat; Martha Liebrum, Houston Post; Bella Stumbo, Los Angeles Times, and Brenda Smith, Houston Chronicle.

Photos by Ray Wong

good editor follows a hands-off policy."

Angle cropping, McDougall cautioned the editors of women's pages, can sometimes improve composition and create impact, but "any mechanical technique, however, must be used with skill and judgment."

Etch on your minds, McDougall said, that the practice of making pretty layouts and then cropping pictures to fit is a cardinal sin in visual communication. "Good layout is unobtrusive and does not call attention to itself. Good design esthetically organizes headlines, text, pictures and captions so they get off the page and into the mind of the reader. If they have good taste and judgment, editors will not allow pictures to be mortised, tilted, blocked out, scalloped or cookie-cut."

Our prime mission, he concluded, is getting the message across with most impact in the briefest time, and "good photography, well displayed and carefully integrated with the right words, is all that's needed to get the job done."

Does readership change?

Professor John C. Merrill of the University of Missouri journalism faculty said he had thrown out a serious talk on "Media, Messages and Women" to talk lightly, nevertheless he made some serious tongue-in-cheek suggestions that were not entirely gratefully received. Changing the name of women's sections, he declared, doesn't change the contents or the readership.

Observing that although some of the men's "power structure" may look upon women's pages as peripheral, "some of the best writing is in women's sections . . . but 90 to 95% of the readers are women."

Merrill's free-wheeling indictment of editorial excess and emphasis was made under cover of "suggestions" such as: Use more and bigger pictures, more white space and bigger headlines, more color



LINDA WITT of Pioneer Press, Inc., Oak Park, Illinois, winner of first place in awards to weeklies.

("compete with color television"); write a series—stretch it out so it will look important. He added a long list of "write-ups" headed by abortion. Finally, he said seriously, give the readers a break from constant barrage of heavy subjects.

In response to workshop questions, "Were do you get ideas? and equally often, 'I have plenty of ideas, but never enough time.'" William Wundram made a slide presentation on pages from his newspaper, explaining how each feature developed. "Ideas are to be found everywhere in reading," and he said he never goes to lunch without taking along something to read. He suggested keeping an idea scrapbook and called himself "a great thief—of ideas, that is." Subscribe for 90 days to some of the major papers for just such "thieving", he suggested.

Pointing out that ideas must be people-oriented, Wundram explained that along with relevance, there's got to be readability. He pinpointed special readership areas of money, medicine and education.



CATCH AS CATCH CAN—Carl J. Skalak Jr.
Elyria (Ohio) Chronicle-Telegram



INTERCEPTION—Ron Overdahl,
Milwaukee Journal



STICK 'EM UP—Bob East III,
South-Dade (Fla.) News-Leader



BIRD POWER—Jerry Manis,
Alton (Ill.) Telegraph

All four of the top award winners in the fifth annual Pro Football Hall of Fame Professional Photographers contest are newspaper staffers and all of them are first-time winners in the event.

The *Milwaukee Journal's* prize winning Ron Overdahl (twice Wisconsin Photographer of the Year and last year's Associated Press Wirephoto of the Year title holder) took first in football coverage for black

and white action, with "Interception" shot during a Green Bay Packer-Chicago Bears game.

For black and white feature photography, the first award went to Bob East III, *South-Dade (Fla.) News-Leader*, for "Stick 'Em Up" taken at Miami. First place in color action was won by Carl J. Skalak Jr., *Elyria (Ohio) Chronicle-Telegram* for "Catch as Catch Can", Kansas

City Chiefs-Cleveland Browns. First in color feature was by Jerry L. Manis, *Alton (Ill.) Evening Telegraph*, for "Bird Power", shot at St. Louis.

The four winning photographs (shown here) will hang permanently in the Pro Football Hall of Fame at Canton, Ohio, and 16 other photographs accorded honorable mentions will be on temporary exhibition.

Is the 'good news' kick running out of steam?

By Homer W. King

Editorial writer,
Rochester (N.Y.) Democrat & Chronicle

There are cooling-off signs in the American press revealing disillusionment or at least waning enthusiasm for giving special treatment to happy tidings.

There is indication that some editors misunderstood the readers' discontent with depressing news, believing erroneously that they wanted to be spoon-fed.

It is not that any responsible newspaper slights the cheerful. To hear some of the press critics tell it, one would suppose that wicked publishers were conspiring to suppress the bright news. As long as there is no contriving or artificiality involved, most editors rejoice to pass on news uplifting to their readers.

What's happening is that both newspapers and their readers are seeing things in a more realistic perspective.

Reflecting this, an original proliferation of good news columns and sections has tapered off. Experiments in restricting front pages to the cheerful have floundered. And a California periodical engaging in the journalism of joy expired, unable to cope with the bad news of publishing costs.

Through the ebb and flow of enthusiasm for playing up the pleasant, a solid body of news executives, true to their code of reporting the news as they found it, refused to buckle under the pressure for happy copy.

No editor put it more tartly than August Lockwood of the *Jersey City*, (N. J.) *Journal*: "I like to delude myself that I'm editing a paper for adults. If they can't read a 36-point headline without a 'good news' button . . . then it's time for me to get into public relations where I can make a mint and never have to read what I write or edit."

Some experiments

Nevertheless, starting three years or so ago, a flock of editors began listening to readers who complained: "All we ever read about is war, killing, robberies, disasters, corrupt politics."

Their beef became a tiresome cliché, as some papers saw it, but it could not be ignored. It reflected the understandable hunger for something to cheer about. There was already too much to moan about.

In response, there appeared an assorted passel of gloom chasers.

In a Sunday section the *Boston Globe*, under the caption "Now How About Some Good News?", treated its readers to milk and honey items. As an anti-depressant in Fun City, the *Daily News* told "What's Good About New York." The *Rochester* (N.Y.) *Democrat* and *Chronicle* and *Times-Union*—publicized, under "Youth Cares," outstanding community service by young people. A "Good News Line" won an award for the Westchester Rockland, N. Y., Newspapers.

The *Hamilton* (Ohio) *Journal News* devoted a Christmas Eve front page to sunny items, topped by a campaign that paid off the mortgage on a home for nine orphaned children. But an earlier edition of the J-N, lumping all violent news on an inside page, drew more favorable reaction.

Experimentation has been wide-ranging. Some papers thought the answer was "balance." Example: In the same column of a large daily appeared two stories, headlined "There's Good News Today . . ." (Army reserves repaired a little old lady's house) and " . . . And Bad News!" (a little old lady held up and shot).

Bill Bailey of Fair Oaks, Calif., was the first to proclaim the world's first "good news" paper. A typical issue of his Aquarian Times extolled the nutritional wonders of milk, offered hope for kidney patients, narrated a leprechaun's adventures and named the Horatio Alger of the Week. Its very first issue disclosed that in one year "169,459,483 citizens did not commit a crime." Never mind about those who did.

Triumphantly Bailey affirmed "we have tapped a need. People don't want to believe everything is bad."

"Good News from Everywhere" is a Laguna Hills, Calif.-based service, syndicated by the *Los Angeles Times*, that supplies vignettes of virtue to 40 newspapers. It is a professional job steered by Hubbard Keavy, a retired Associated Press bureau chief.

"Good things," Keavy avers, "are always going on, born of courage, selflessness, imagination, compassion and the pursuit of constructive adventure." A Keavy release concerns a lovable cop, prison inmates making puppets for children, a nun working with alcoholics, a convict turned ecologist.

And so it went. But a super-saccharin diet can produce sour reactions.

Poor reaction

A number of papers have discarded special sections and columns singing happy notes. After six months the *Chicago Daily News* unplugged its "Good News Line" of happy incidents contributed by readers. "We ran out of possibilities," explained a spokesman. "There are only so many ways one person can help another." The *Hackensack* (N.J.) *Record* and *Chicago Today* were similarly disenchanted.

All-good-news editions seemed to lose their fire. One newsman who helped scrape up the good deeds said it was like reporting a world that doesn't exist.

A test of the readers' dissatisfaction over the gloomy news is whether they will pay for more "sunshine." Not one editor

we talked to or heard about attributed a circulation gain to featuring the good news.

Or, to apply the test another way, would the appetite for joy support an exclusively "good news" paper? An apparent answer is that if so, Bill Bailey's publication would be prospering. Instead, the bi-weekly tabloid expired after 16 months.

Thoughtful readers find a doctored diet of all-happy news distasteful, just as providing it, for many journalists, smacks of managed news. Like a dam, news can be bitchy or beautiful. It can defy classification.

Mix of good and bad

News is an unavoidably steady mix of the happy and the sad.

Nothing illustrates the point more poignantly than the story of a surviving prisoner of war, including his capture, the torturous years of waiting and his joyous welcome home.

The news can be one reader's meat, another's poison. It can be disaster for a government employe to read that his job is wiped out in an austerity move, but good news for a fellow worker who is spared.

Yet the necessity to deal with pleas for rosy reports has prompted editors to take second looks, professionally and philosophically, at how they're dishing out the bloody news.

Cleve Twitchell of the *Medford* (Ore.) *Mail Tribune* agrees that the public is entitled to the news quickly and accurately, good or bad. But, he asks, isn't it time to question whether multiple deaths and the like are always highly newsworthy, no matter where they occur?

"Virtually all would agree that a local or regional murder or bus accident is news," he observed in a letter to E&P (Dec. 30, 1972). "These stories should be reported but in the perspective of time, place and relevance to the readers' concerns . . . I do not argue that journalists should try to make the world look better than it is. But attention-getting page one headlines about distant violence tend to make the world artificially unpleasant."

Our unscientific survey of several leading newspapers shows that most let the good news flow along with the general news, confident their readers will spot it.

The following excerpts from news executives constitute a strong consensus:

The *San Francisco Chronicle* plays editing material straight "because," managing editor Gordon Pates explains, "news is news, good or bad. Why make exceptions?"

"The *Indianapolis News*," reports managing editor Wendell C. Phillippi, "runs good news throughout the paper without special identification." Phillippi doubts the reader wants a label. Phillippi keeps a drawer full of good news stories to show any reader complaining about a lack of good news items.

Not in recent years has the *Houston Post* flagged its joyful matter but vicepresident Edwin D. Hunter recalls previous experience with a Galveston paper that did so. Its policy of labeling significant business expansion and

(Continued on page 18)

Amusing reports tell the weather in Portland, Ore.

By Nancy Varekamp

"Into each life, some rain must fall," and into the lives of Portlanders, it falls too often.

Two years ago, *The Oregonian*—Portland's daily morning newspaper—tired of reporting the usual 55-degree-high - and - 60 - percent - chance - of - rain weather forecasts in dull unenthusiastic words. Now, *Oregonian* night city editors dress up the weather map and northwest weather forecasts with entertaining headlines and stories.

The change from the deadpan to the delightful forecasts was made after Al McCready became assistant managing editor in January, 1971.

A major factor that triggered the change in the weather forecasting was the change in format, McCready added. When the paper abandoned its eight column pages for six column ones, the size of the type used in the ears at the top of page one was made larger.

"While we use to fit most of the weather information in those spaces, now there isn't room with the larger type. So we tell the reader the general weather outlook and direct his attention to the story on an inside page."

The editors received complaints when the weather information on the front page was condensed. "So, to stop the squawks," McCready said, "we sexed up the inside weather story."

Serious topic

Most weather reporting in Portland is treated seriously—yet Portland weather is a joke to most of the city's residents.

"They used to say that the weather bureau assigned meteorologists to Portland to teach them humility because no one can predict Portland weather," McCready chuckled.

Rather than teasing the weather bureau about its inaccuracies, the *Oregonian* began poking fun at the weather itself.

Staff writer Jim Kadera enjoys writing the weather stories. "It's challenging—trying to find something humorous in a weather forecast and writing about it without straying from the facts. It's one of the few times a newspaperman can write and be as weird and imaginative as he can."

Creative weather stories are based on a combination of the season, news events breaking, the actual state of the weather and the personality of the writer. The last factor is the one most evident in *Oregonian* weather stories.

Kadera likes doing off-beat stories. It was he who invented the Penguin Watchers Association while predicting a cold winter day for Portland. It was also Kadera who announced to deadline-watching taxpayers that the weather wouldn't be bad enough to delay the mailmen from their appointed rounds so taxpayers



BE OUR GUESTS—Sixty executives and wives of Ridder Publications, meeting at Mountain Shadows hotel in Scottsdale, were hosted by Phoenix Newspapers, Inc. at a barbecue at the Lazy R&G Ranch. Executives are: left to right, Don Nydegger, assistant production manager, Phoenix Republic and Gazette; Ben J. Ridder, board chairman and publisher of the Pasadena Star-News; Al Rosene, production consultant, Long Beach Independent Press-Telegram; and Harold Milks, managing editor of The Arizona Republic.

wouldn't get a day's reprieve from paying up.

Night city editor Virgil Smith is a gardening enthusiast. Weather stories about the weather's effect on flowers and horticulturists are bound to be his.

Steve Erickson, *Oregonian* feature writer, is known among the newspaper's staff members as a rhymers. Poetic weather stories are usually his.

Not every issue carries a clever weather story because there isn't always time to write one.

Weather stories are written at night, when the city room operates with a skeleton staff. If news is breaking, the weather is inserted in the factual terms provided by the National Weather Service, topped by the headline: "Weather Report."

When time is devoted to imaginative forecasts, the creative mood isn't always shared by the story and the headline writer. Often as not, an imaginative story will receive a dull, factual headline—and vice versa.

One headline writer picked up a clever, though hardly poetic, lead sentence about trees and crowned it with: "Light autumn breezes sway golden trees."

And when poetic headline composers and story writers team up, masterpieces like this are soon to follow:

"Sky blue, sun yellow
enough for Longfellow;
In Portland and Vancouver
Monday

Early fog should yield to a
sun day.

A light autumn breeze will
bring nary a sneeze . . . "

One sunny prediction inspired a headliner to announce: "Here's a notion, get more suntan lotion."

Many mornings, the journalistic instinct overpowers the creative juices, giving the weather story a newsy format. One sports-minded weather writer reported the cancellation of a high school track meet because of cold weather. The writer noted the sad faces at the track meet and

the expressions of joy on the faces of Mt. Hood skiers—both in response to the same weather.

Frequently, the weather writer simply translates the information provided by the National Weather Service into less scientific—yet still unimaginative—terms.

Other writers, filled with a sarcastic wit after suffering many years in Portland's "liquid sunshine," let slip a sarcastic air:

"Tired of sunshine?

Rejoice, rain's back;

"If there are those of you who have had enough sunshine over the past week then rejoice because the sun won't be around Portland Wednesday. Instead the National Weather Service says to expect clouds with the chance of some showers.

"Of course there are some of you who will find little to be happy over this forecast. What can one say other than—it's just one of those things."

Good news

(Continued from page 17)

economic gains was "extremely well received."

"The *Miami Herald's* approach," responds managing editor Ron Martin, "is pretty unstructured. We recognize the need for some relief from all the wars and disasters . . . but we aren't sure the best approach is to package all the 'good news' in one spot."

The Jersey City Journal does not departmentalize "good news" any more than it departmentalizes news for senior citizens or its large Spanish-speaking readership. Editor Lockwood expounds: "I was asked to devote a page to black news. I refused to Jim Crow the news after a 35-year record of playing the news without a color line. Incidentally, I won my point with the black community . . . I refuse to Pollyanna with reality by hunting for 'good news' and flaunting it with a look-what-I-found headline."

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Better religion news needed, AP writer says

Coverage of religion news by newspapers and other news outlets falls far short of what it should be, George Cornell, religion writer for the Associated Press, said recently at Baylor University.

Cornell was guest lecturer in the journalism-communication department and featured speaker for the first meeting of the Baylor Journalism Alumni Advisory Council.

Speaking to about 100 Baylor journalism exes and students, Cornell talked about the journalist's role in covering the religion scene that is a "rather mixed one" today.

"The religion scene is booming, going full blast," Cornell said, "and we are entering an extremely religious period that has a highly mixed quality about it," possessing elements of both threat and hope.

Religion news changes

At the same time, religion news reporting is changing and increasing in quality and quantity, he said.

"This is certainly true of the bigger and better newspapers and other news outlets," he said, "where reporters are writing and talking about religion news in the hard, everyday language that the people speak, which is necessary for good reporting."

Religion news reporters are dealing with motivation, objectives, methods and means of religion for better coverage and fuller information for the audience interested in it, he said. Religion pages of newspapers are no longer full of promotional puffs about ground-breaking ceremonies and announcements of revivals.

Better coverage of religion news has come about because editors some time ago began to realize that religion could be reported, Cornell said, although some editors are still wary about religion news coverage because of the sensitivity of the topic.

Even so, he said, coverage of religion news is not commensurate with interest in religion.

Seeks more space

One of the best yardsticks for gauging the coverage a topic should receive is to consider people's interest in it, he said.

On a single Sunday, he said, 84 million people attend church, far more than the attendance at the weekend's professional sporting events. People are pouring more than \$8 billion a year into religious enterprises, 80 times more than the amount of money collected at the gates of professional sporting events.

Cornell said city editors of newspapers ought to remember what Jesus said about where a man's treasure is, there is his heart also.

"And yet," he said, "the amount of space given to religion news is only a fraction of that given to sports."

The inadequate attention to religion news is borne out by surveys, which indi-

cate religion is near the top in news interest, Cornell said.

"Surveys show that religion holds a command space in people's concern whether they attend church or not," he said.

Recalling news coverage of the past election year, Cornell also said it is an error in editorial judgment and a gap in news coverage to omit mentioning the religion of a man seeking public office.

"To do so is to shirk part of our duty and obligation to our voters who deserve to know all there is to know about a candidate," he told the Baylor journalists.

Visual Graphics unveils one-step repro system

A new, one-step repro system that operates without a darkroom and eliminates the need for an intermediary negative was unveiled March 27 by Visual Graphics Corporation.

In announcing the new Pos One System, J. M. Lewis, president of Visual Graphics, said:

"We believe the new system will do for graphic arts copy preparation what the Polaroid camera did for amateur photography."

The company is offering four models in the Pos One System—the Series 5000, 5500, 6000 and 6500. Each unit has a self-contained, daylight operating camera and automatic processor that can produce positives or negatives from either positive or negative original copy. Unlike Visual Graphic's Stat-King, the Pos One requires no intermediary negative. The Pos One is priced at \$4,500.

Razor-sharp copy reproduction with the Pos One is both fast and inexpensive. Paper is automatically processed in about two minutes for just pennies per copy. Film takes a few seconds longer. The copy itself emerges dry and ready for use.

The Pos One System Series 5500 and 6500 can produce photo-direct, press-ready offset plates from positive copy in minutes.

Paper or film up to 11 inches by 17 inches can be processed in the Pos One. Material can be enlarged up to 200 percent or reduced 50 percent.

Reporter's tip saves taxpayers \$7,800

By suggesting that Westchester County cut 1¼ inches off its annual registration-check cards, reporter Jesse Brodey of the *New York Daily News* has saved the County's Board of Elections \$7,800.

State law required that every election board make a mail check of all registrants by first-class mail. In previous years, punch cards measuring 7¼ by 3¼ were used. Brodey's idea—which was presented in the Westchester section of the *New York Sunday News*—suggested that new cards, measuring less than four by six inches and costing 6¢ instead of 8¢, be mailed to voters.

Book for religion newsmen published

An assortment of selected readings for the religion news reporter, entitled "Making the Religious Scene and Telling It Like It Is," has been published at Northern Illinois University.

The booklet, which contains selections by George Cornell of the Associated Press; Louis Cassells of United Press International; and Lillian Block of Religion News Service, was edited by Dr. John De Mott of N.I.U.'s journalism department.

Also included in the booklet are a survey of religion news during the past year, a listing of the "Top Ten Religious News Stories of 1972," a religion news editor's prayer, and other features.

Copies of the booklet, which is in mimeographed form, can be obtained by sending \$1 and a self-addressed 8½ by 11-inch envelope bearing 14 cents postage to Religion News Consultant, Journalism Department, Northern Illinois University, DeKalb, Ill. 60115.

Publishers to get new ad data at ANPA

Further data on consumer types within newspaper readerships are emerging from psychographic research sponsored for newspapers by the Canadian newsprint mills making up the Newsprint Information Committee.

For example, those typed as "Family-centered Churchgoers" have the greatest brand-name loyalty. In contrast, "Romance and Beauty-seekers" shop for pleasure and are ready to try other brands.

Findings will be premiered at the ANPA convention in April. With quantitative and other data, the research is expected to help advertisers angle newspaper ads for better results.

The Bureau of Advertising, ANPA, advised the Newsprint Information Committee on the project for which two research firms did the field work.

FCC's Johnson sees Nixon intimidation

Nicholas Johnson, Federal Communications Commission Commissioner, said March 25 that the Nixon Administration is attempting to intimidate the press because "they want the media to repeat, not report."

Johnson's remarks came at a seminar at Villanova University, as he answered a question put to him by a student. Johnson said that the "Administration is the greatest threat to the press freedom in the United States in this century."

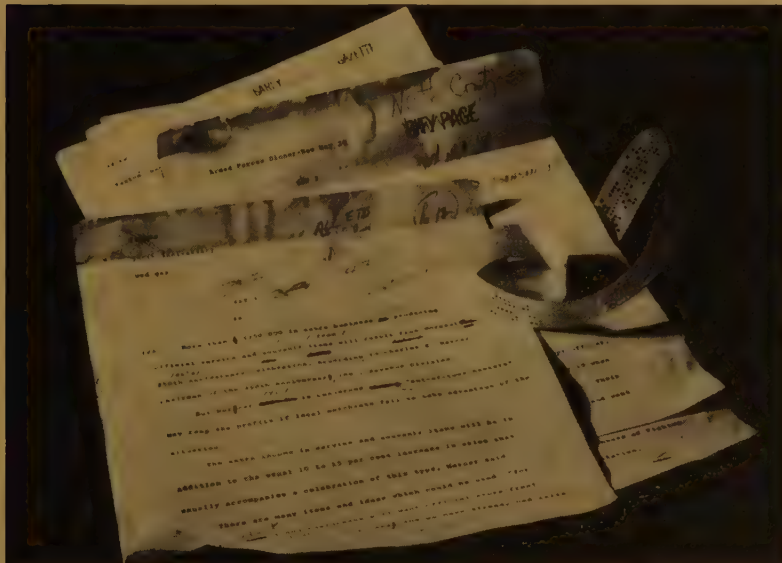
Johnson, who was appointed by President Johnson, said that there was "a clear pattern of intimidation of the news media" by the Nixon Administration.

Johnson's term as FCC commissioner expires in June. He said he does not expect that President Nixon will reappoint him.

the autoreader:

Editors love it.

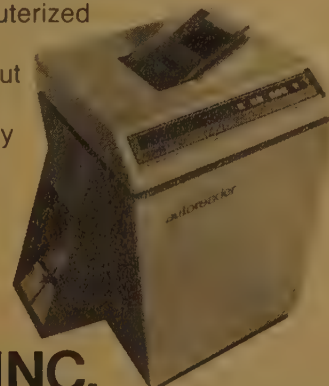
[It converts real copy to typeset input -fast]



Editors have good reasons to be enthusiastic about the Autoreader. Copy can be written and edited as it always has. It can be typed normally, without the need for special forms or antiseptic handling. Since the Autoreader reads *real* copy — rolled up, wrinkled up, pasted up, and up to four feet long, editors may edit as usual. All they have to do is use a blue felt-tip pen. But now the edited original copy can be converted to computerized typesetting input at 1200 words per minute — a rate equivalent to 30 keyboard perforators. This throughput speed, plus the high accuracy of the Autoreader, relieves deadline pressures and assures cleaner copy even in the early editions.

For more information call or write:

ECRM INC.



205 Burlington Road, Bedford, Massachusetts 01730 (617) 661-8600

BUSINESS BUILDING IDEAS

At the recent SCAMA Business Conference in Cocoa Beach, Florida, some terrific business building ideas were shared. Here are some that you might be able to use in your paper:

Hank Richardson of the Richmond (Va.) newspapers sold 5 full pages to Richmond area real estate firms saluting the top salesmen and saleswomen. An attractive header was run across the top of each page, then the ads were formatted into 2 columns by 4 inches. Pictures of the individual salespeople were featured in each ad along with the firm's signature cut. They charged the space at open rate or contract rate and pro-rated the cost of the headers. A flat \$5.00 was charged for the photo taken in the studio. There was no limit placed on the number of salespeople from any one firm and placement of the ads were determined by the order in which the copy was received.

Marvin Veal of the Dallas (Tex.) *Morning News* sold a full page for several weeks called "Silent Sunday". This page included ads from Dallas automobile dealers who, though closed on Sunday, invited folks to come and shop in peace and quiet. A windshield card was provided by the newspaper which contained information about the price and equipment. A smaller card was also furnished which the customer could fill out and leave at the dealers office for follow-up on Monday morning. The ads were all 2 column by 6 inches and contained mostly used car copy.

Rena Hargroder of the Opelousas (La.) *Daily World* had a different idea. She sold a listing to run every Saturday and Sunday of the area firms that were Open on Sundays. She ran an attractive 2 column header under which she had 1 column by 1 inch boxes of various restaurants, grocers, service stations and other merchants who offered the convenience of being open on Sundays. The location of these businesses and the hours open were prominently displayed in the ads.

George Varner of the Fort Lauderdale (Fla.) *News* and *Sun-Sentinel* runs a full page every Friday called "The Garage Door". This attractive page, which runs in color, contains ads of various sizes from area auto service and accessory dealers. George says that results for the advertisers have been extremely good and the page, which has a considerable amount of "plus" business, was comparatively easy to sell. A special package rate was charged to each advertiser. Rich Riggins of the Memphis (Tenn.) *Commercial Appeal* and *Press Scimitar* has also sold a page like this on a weekly basis and was most happy with the ease in which it sold and the results obtained by the advertisers.

Harold Wayland of the Knoxville (Tenn.) *News-Sentinel* and *Journal* had a basketball page which he ran each Tuesday for 17 weeks during the basketball

season. The page contained ten 3 column by 5 inch automotive ads for which the advertisers were charged 20 inches. This covered the cost of the header and the copy about the basketball team. Tennessee orange was used as the color, the cost of which is pro-rated among the advertisers. The header was "Vols Basketball Highlights" and contained a picture of the head basketball coach. The copy, written by a local sports writer, was about the games to be played that week. Harold says it was the easiest special they had ever sold and they expect to repeat it next year.

I'm sure that I can speak for all of these fellows when I tell you to write them for any further information or comments you may desire. Also, if YOU have a good business building idea to share with others, please send it down here to me and I'll include it in future Classified Clinics.

* * *

Ted MacDonald of MacDonald Classified Services, Lafayette, Indiana, has compiled a list of newspapers that have topped the million ad mark in Classified Ads for 1972.

He reports: "The year 1972 saw ten more papers hitting the 'magic million' ad count mark than made it in 1971. Included were eight which made it for the first time: Long Island *Newsday*, Louisville *Courier-Journal*, Tucson *Star-Citizen*, Austin *American-Statesman*, Salt Lake City *Tribune*, Grand Rapids *Press*, Jacksonville *Florida Times-Union* and the San Gabriel Valley *Tribune*. Rejoining the list after a year's absence were the Pittsburgh *Press* (strike in '71) and the San Antonio *Light*."

Also of interest to note is that eleven members ran over two million ads, up from seven in 1971.

TOP 10

Los Angeles Times	3,598,590
New York Times	2,737,783
San Jose Mercury & News	2,673,822
Houston Chronicle	2,559,650
Phoenix Arizona Republic	2,487,221
Miami Herald	2,244,974
San Diego Union	2,210,713
Santa Ana Register	2,183,449
Toronto Star	2,179,629
Denver Post	2,173,611

Classified section

The near-record 40-page "Spring Guide To Better Living" classified advertising section of March 25 was welcomed by Seattle *Times* classified manager Alfred B. Cordova as a sign of renewed economic confidence in the area.

Classified color

The St. Petersburg Times Publishing Co. statistical records showed an increase of 26.7% in classified color lineage last year when the Times and Evening Independent published 740,852 lines of spot color.

News magazine debut is set for the Fall

Equity financial arrangements have been completed by George Hirsch for his news magazine "New Times," scheduled to debut in the fall. The magazine will include several newspapermen and former newspapermen as contributors.

Hirsch, former president and publisher of *New York* magazine, completed arrangements last week with several major banks for \$1.7 million in equity financing.

The banks included the Bank of America, First National of Boston, First National of Chicago, and the Chase Manhattan Capital Corp.

The magazine, a bi-weekly, will be *Time* size, with a newsstand price of 60¢ per copy. Planned circulation is 100,000 with subscription price \$12 per year.

The editor will be former *Life* assignments editor Steve Gelman, and contributing editors include Jimmy Breslin, Pete Hamill, Mike Royko, Nicholas Von Hoffman and Studs Terkel, among others.

Hirsch left New York 18 months ago after a disagreement with editor Clay Felker. Felker is now president, editor and publisher of New York.

Tv newsman's widow sues for \$7.5 million

The widow of Sidney Brenner, a Philadelphia television reporter, is claiming \$7.5 million in damages in suits against the manufacturer and owner of a Bell helicopter which crashed and exploded.

Brenner, 47-year-old father of three, died in the crash at Capital City Airport, Harrisburg, last June. Also killed were Lew Clark, a cameraman; Del Vaughn, a radio newsman; and the pilot, Sam Sedia.

Brenner and Clark, who worked for WCAU-TV, and Clark, a CBS staffer, had covered the ravages of Tropical Storm Agnes and were preparing to return to Philadelphia when the crash occurred.

The suit, by Mrs. Vivian J. Brenner, names Textron Inc., charging it with selling a product "not reasonably fit for its intended use," and two subsidiaries for negligence in respect to manufacture and maintenance of the aircraft.

Florida Publishing Co. upheld by high court

The Supreme Court has declined to overturn a lower court ruling that upheld the current makeup of a four-man arbitration board set up by the Florida Publishing Co. and the Jacksonville Newspaper Printing Pressmen and Assistants' Union.

The high court made no comment in turning down the union's plea that federal courts should determine how many members should be placed on the arbitration board.

According to briefs filed in the case, the union wanted a fifth man, an arbitrator, added to the board with no connection with either the union or the publisher.

(The writer of this column is assistant classified ad manager of the Baton Rouge (La.) *State-Times* and *Advocate*.)

Lockheed doing it



Manned atmospheric subsea system.

While scientists and engineers explore the reservoir of natural resources that lies under the ocean floor, Lockheed is helping tap that reservoir. Right now.

With a remarkable Manned Atmospheric Subsea System, Lockheed is the only company that has such a commercially proven system. It allows men to work on oil wells at great ocean depths.

In their shirtsleeves. With conventional tools and techniques. With the problems and hazards of storms and navigation virtually eliminated.

This revolutionary subsea system, built in Vancouver, Canada, means a lot to the oil industry. But it means a lot more to a world in need of oil.

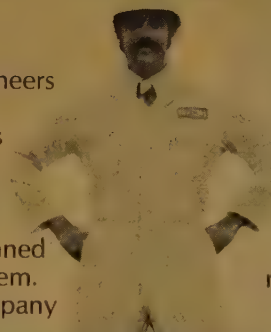
Lockheed is solving another problem facing the oil industry: removing oil from settling ponds and around offshore rigs. With Clean Sweep.™

It's the first low-cost effective method of removing oil from water, recovering virtually all the oil encountered on each pass.

It's patented, field proven, in production, and costs as little as \$5000.

And when oil is refined into fuel, we're right there to help handle it and pump it. Over 1.7 billion gallons of aviation fuel a year at twenty-three airports throughout the country.

We're also helping to pump gasoline into your car at lower prices. Lockheed



Clean Sweep.™

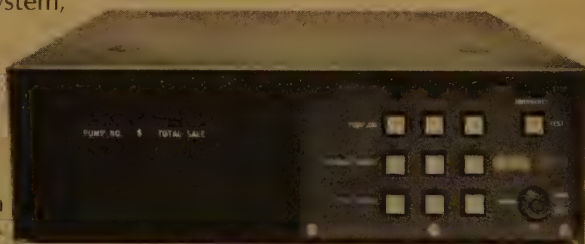
Transaction Systems are helping make fully self-service gas stations a thing of the present instead of the future. The transaction systems replace mechanical equipment with the reliability of a solid-state system that needs only one operator:

The girl behind the cash register.

Then there's Hercules. Workhorse of the air and the most versatile airlifter ever built.

Serving the oil industry

and over twenty-five nations throughout the world. In remote areas. The jungle, desert, Arctic.



Lockheed Transaction Systems.

It can land on sand, bare dirt, gravel or icy runways under 2100 feet long with payloads up to 45,000 pounds. It can haul huge lengths of pipe 60 feet long.



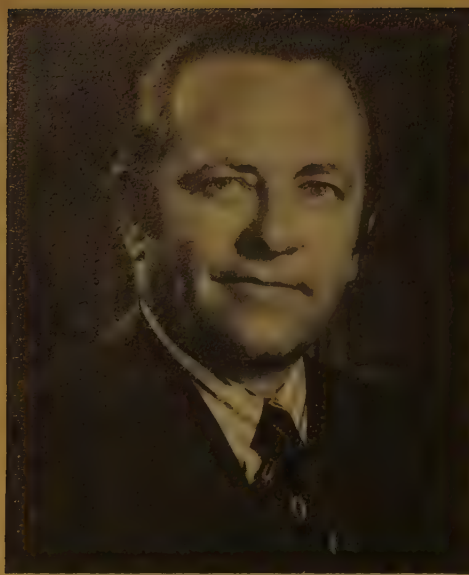
Hercules: world's most versatile airlifter.

And it can bring in the bulldozers and equipment needed to get the oil out of the ground and the pipe into the ground.

Lockheed did all this. And it's doing more. Right now.

Serving in many ways. In Oil.

Lockheed Aircraft Corporation, Burbank, California 91503



Hirsch

Director of suburban papers named by KNI

Sandy Hirsch, publisher of the *Broward (Fla.) Times*, is joining Knight Newspapers, Inc., as director of suburban newspapers. He founded the weekly in 1964.

The Broward Times Company was purchased March 27 by Knight Newspapers, Inc., with an exchange of shares. Agreement in principle had been announced February 28 and approved by the KNI Board of Directors March 21.

The company publishes a weekly newspaper in Broward County, west of Fort Lauderdale, Fla. The sale also included the *Orlando Citizen News* which was owned by the Broward Times.

In a joint announcement of the purchase Hirsch and KNI officers said it expressed KNI's interest in the development of suburban journalism.

R. W. BALLANTYNE, head of the advertising department of the *Coquitlam (B.C.) Columbian*—retired.

* * *

BILL HUMPHREY, education editor of the *Jacksonville (Fla.) Journal*, has won the Florida Education Association's 1973 School Bell Award for a "distinguished news column."

* * *

EDWARD EDELSON, science writer for the *New York Daily News*—named science editor.

* * *

MICHAEL D. LINDSEY, publisher of the *Fontana (Calif.) News* and the *Herald-News*, named publisher of the *Lewistown (Pa.) Sentinel*.

* * *

J. EDWARD BURKET, named circulation manager of the *Bloomsburg (Pa.) Morning Press*, succeeding WILLIAM R. EYERLY, retired.

* * *

HOMER T. PYLE, editor of the *Melbourne (Fla.) Times*, appointed editorial page editor of the *Fort Myers (Fla.) News-Press*.

* * *

GEORGE MILAKOVICH, operations consultant-Western Newspaper Industrial Relations Bureau, named newspaper production manager of Lee Enterprises, Davenport, Iowa. RONALD SEMPLE, general manager of the *Billings (Mont.) Gazette*, named assistant to the vicepresident-newspaper operations in the executive office of Lee Enterprises, Inc.

BERL SCHWARTZ, reporter for the *Philadelphia Bulletin*—now county government reporter for the *Louisville (Ky.) Times*

* * *

CLIFTON E. FORREST, editor of the *Pulaski (Va.) Southwest Times*—named president and publisher of the *Princeton (W. Va.) Times*.

* * *

GARY HANAUER, former staff writer at the *Los Angeles Herald-Examiner*, and assistant editor of *Western Construction*—promoted to editor of *California Industry*, monthly trade journals published by Westamerica Publications, San Francisco.

* * *

JAMES J. GALLAGHER, circulation sales manager of the *Daily Journal* in Elizabeth, N.J.—named sales promotion manager of the *Toms River (N.J.) Daily Observer*.

* * *

TIMOTHY J. HETZ, western suburban reporter and writer in the radio-tv department of the *Boston Globe*—named assistant director of consumer public relations at Ingalls Associates, a Boston public relations firm.

* * *

JOHN V. WAITS, JR., former assistant general manager of the now defunct *Washington Daily News*—named special projects manager of the *Washington Post*

* * *

JED BLADINE—returned to the *Milwaukee (Ore.) Review* as editor, succeeding JOHN ALLEN—resigned.

ACB DOES A BETTER JOB! Upwards of 95% of all daily newspaper circulation has its Proof-of-Insertion tearsheets of display ads distributed by ACB. For your people, this job is a chore. For ACB, it is a full-time job. We have the equipment . . . trained personnel . . . supervision . . . follow-through plus education of agencies on checking-copy procedures.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

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CHICAGO, 434 S. Wabash Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio
SAN FRANCISCO, 20 Jones Street



NEW VALLEY PRESS CLUB OFFICERS—Newly elected officers of the San Fernando (Calif.) Valley Press Club seen in newspaper print shop, hammer out plans for their upcoming 1973-74 term: left to right, Roger Sterling, editor-publisher of the *Calabasas (Calif.) Las Virgenes Enterprise*, president; Patricia Varie, staff writer of the *San Gabriel (Calif.) Valley News & Green Sheet*, 1st vicepresident; Edna Zoraster, public information director of the Far West Medical Association, secretary-treasurer, and Mikki Bolliger, Pasadena College journalism instructor, 2nd vicepresident.

in the news

BONNIE PARNELL, *Eufaula* (Ala.) *Tribune* reporter—promoted to news editor. JASPER HAMMOND, advertising salesman—named advertising manager. SUE PAUL, free lance writer—named feature editor. SAM RAINER JR., staff member of the *Athens* (Ala.) *Limestone Reporter*—appointed assistant to the publisher.

M. W. NEWMAN—book editor, *Chicago Daily News*, to editor of magazine *Panorama*, replacing RICHARD CHRISTIANSEN, resigned.

EUGENE C. PULLIAM, publisher, *Indianapolis News & Star*, given exceptional service award by U.S. Savings Bond Division of Treasury Department, also Baker University distinguished citizen award.

FREMONT POWER, executive editor, *Indianapolis News*, received Brotherhood Award from Indiana Region of National Conference of Christians and Jews.

MARSHALL FIELD, publisher, *Chicago Daily News* and *Chicago Sun-Times*, took over as publisher of Field Educational Publications, publishers of textbooks and supplemental reading materials.

JAMES FULLER—to *Minneapolis Tribune* consumer reporter and PETER VANDERPOEL—assigned to governmental—city and state—affairs. Both reporters, they are moving into new jobs created by the editorial department.

WILLIAM P. ROMANO—named director, industrial relations, for Goss Division of MGD Graphic Systems, Rockwell International Corporation.

WILLIAM MARTINE—sports editor, *Lincoln* (Ill.) *Courier*, to managing editor succeeding Ken Goodrich, retired; ANDREW LINDSTROM, from sports writer to sports editor.



Arehart



Jenkins

GENE R. AREHART, assistant production manager with the *Detroit News*—appointed director of operations of the *San Antonio* (Tex.) *Express-News*, succeeding EUGENE FALK, named corporate director of systems and engineering for Harte-Hanks.

JOEL S. JENKINS, business manager of the *Fayetteville Publishing Co.*, which publishes the *Fayetteville* (N.C.) *Observer*—promoted to general manager.

BOB RODMAN, news editor of the *Albany* (Ore.) *Democrat Herald*—named sports editor, succeeding JOE MUCH—resigned. LARRY LANGE, named editorial writer, succeeding NEIL FELGENHAUER, associate editor, who has joined the staff of the *Spokane* (Wash.) *Chronicle*. DAN JONES, city editor, named regional editor at the *Herald*.

ROBERT L. CAIN—named advertising manager of the *Portland* (Ore.) *Observer*.

JAMES R. BEASLEY, publisher of the *Molalla* (Ore.) *Pioneer*, named editor of the *Stayton* (Ore.) *Mail*.

MILO R. JOHNSON, Harris Intertype Corp. salesman—is the new publisher of the *Portland* (Ore.) *St. Johns Review*.

MIKE ROCK, sports editor of the *Milton-Freewater* (Ore.) *Valley Herald*, has joined the *Tigard* (Ore.) *Times* as general news and sports reporter.

LARRY MILLER, classified ad manager of the *Portland* (Ore.) *Suburban Press*—promoted to retail ad manager, succeeding AL HALL—resigned.

WELLS B. SMITH, general manager of the *San Francisco Examiner*—named vice-president of the San Francisco Examiner Division of the Hearst Corp.

LISLE F. SHOEMAKER, managing editor of the *Palm Springs* (Calif.) *Desert Sun*—named editor.

JOSEPH F. GILROY, city editor of the *Scranton* (Pa.) *Times*—has retired after 50 years of service with the newspaper.

ROBERT E. O'BRIEN, news editor of the *Jersey City* (N.J.) *Journal*—awarded second prize in the interpretive writing category of the N.J. Press Association's 1972 Best Newspaper Contest.

BILL LAVINE, staff member of the general advertising department of the *Oakland* (Calif.) *Tribune*—promoted to assistant general advertising manager.

STEVE KRAMER, special publications editor of the *Charlotte* (N.C.) *Observer*—named editor of *Sunshine Magazine*, a weekly entertainment and travel supplement to the *Pompano Beach* (Fla.) *Sun-Sentinel*.

W. JACK STOHRER, credit manager for the *Fort Lauderdale* (Fla.) *News and Sun-Sentinel*—named assistant classified advertising manager.

Wrong title

Stan Yamashita was named news editor of the *Honolulu Advertiser*, not editor as reported in the March 24 issue of *EDITOR & PUBLISHER*. George Chaplin is the editor of the *Advertiser*.

WALTER N. THOMPSON, previously a reporter for the *Oakland* (Calif.) *Tribune*—named assistant to the director of public affairs at the Rand Corporation.

PAMELA BISHOP SARVEY, a reporter for the *Boston Herald Traveler*—appointed consumer education specialist in the Pennsylvania Bureau of Consumer Protection, in Harrisburg. Her husband, DON SARVEY, also a reporter for the *Herald Traveler*, is now a reporter for the *Harrisburg* (Pa.) *Evening News*.

JOHN D. FASSETT, a partner in the New Haven, Conn., law firm of Wiggin & Dana, and RAYMOND C. KENNEDY, president and publisher of the *Hudson* (N.Y.) *Register-Star*—have been elected directors of the Register Publishing Co., publisher of the *New Haven* (Conn.) *Journal-Courier* and the *New Haven Register*.

WALTER TAYLOR, publisher of the *Newport* (Ore.) *News-Times*—elected chairman of the 1974 Oregon Newspaper Publishers Association press conference.

NORMAN A. UNIS, sports editor of the *Klamath Falls* (Ore.) *Herald and News*—named managing editor of the *Eureka* (Calif.) *Times-Standard*.

WALLY COWAN, ad manager of the *Salem* (Ore.) *Capital Press*, is the new publisher of the *Independence* (Ore.) *Enterprise-Herald*.

JOHN B. SCHOOLFIELD, executive city editor of the *Albany* (N.Y.) *Knickerbocker News-Union Star*—named executive regional editor. JOHN MURPHY, city editor—named executive city editor. RANDALL P. HOWELL, assistant city editor, becomes city editor. ANGUS TWOMBLY, assistant city editor, named suburban editor. DEAN A. LINDOERFER, of the copy reader staff, becomes night editor.

KEITH HESKETH, advertising director of the *Carlsbad* (N.M.) *Current Argus*—named advertising director of the *Fullerton* (Calif.) *Daily News Tribune*.

JOSEPH VOLZ, staff member of the *Washington Star-News*—is now with the Washington bureau of the *New York Daily News*.

W. ALAN DREAMER, circulation manager of the *Lewistown* (Pa.) *Sentinel*—named circulation director of the *York* (Pa.) *Daily Record*.

John A. Park, Jr.
Confidential Handling
NEWSPAPER OWNERSHIP CHANGES
During ANPA, April 22-26
available at Waldorf for
PRIVATE CONFERENCES
BOX 17127, RALEIGH, N. C. 27609
(919) 782-3131
17 Years Nation-wide Personal Service

Shield law placed 'on trial'; Jersey press jury still out

A mock trial—The People v. Reporters—was staged (March 23) by the New Jersey Press Association at its 51st annual Newspaper Institute at Atlantic City. Although the main arguments were addressed to the proposals for federal shield laws for newsmen, the real culprit in absentia was the Governor of New Jersey, William T. Cahill, who had vetoed a few days earlier some amendments that would have tightened the state's statute in favor of news gatherers.

After the trial—no verdict was rendered—the Governor came to the meeting and defended his action in scuttling the legislation that most of the news media had advocated. About 300 editors, publishers, reporters, photographers and college journalism students were in the audience. They gave the Governor a respectful handclapping which could be interpreted as applause for a courageous politician.

Cahill is seeking reelection and he has usually enjoyed considerable editorial support.

In all of the talking pro and con, protection of reporters from divulging confidential sources and information, the formalized views presented before congressional committees were reiterated. Three underlying and less publicized reasons why lawmakers are loath to grant absolute privileges of immunity to news media surfaced. They were: 1. Irresponsible news people. 2. Group ownership of newspapers throughout the country. 3. Lack of professional requisites in the practice of journalism.

Objections cited

Governor Cahill pinpointed two of these objections. He referred specifically to the admission of a "goof" by columnist Jack Anderson in his reporting that U.S. Senator Thomas F. Eagleton of Missouri had been guilty of drunken driving charges.

"Which of the two would you have believed?" Cahill asked. "The candidate for high office or the columnist who is circulated in hundreds of newspapers?"

The problem, Cahill suggested, is one involving discipline of the profession. It is not enough, he said, for this matter of ethics to be left in the hands of employers because they are prone to forgive the sins of star reporters.

After mentioning the systems enforced by medical and bar associations, the Governor declared the answer for the news media might lie in the field of certification, but he stopped short of endorsing some proposals for licensing of news people.

Basically, Cahill stressed, the reason he felt obliged to veto the new shield measure was that its definition of a reporter was too vague. It would be almost impossible for legislation to spell it out, in his view, so that the act would not be used to protect "even the most irresponsible" writers and broadcasters. He called attention to an *Advertising Age* article in

which a former Trenton statehouse reporter confessed he had fashioned numerous stories on "facts from unimpeachable sources" that didn't exist outside the press gallery.

The Governor said he ordinarily knows every reporter who covers his news conferences but at one of them a young woman whom he didn't know sat in the front row and, using a tape recorder, badgered him with "irrelevant and embarrassing questions." He tried to be polite, he said, but finally he declined to recognize her for questioning. Later, he said, his staff identified her as a freelance writer who was trying to obtain a lively bit of dialogue that she could sell to radio stations.

Adequate protection

Cahill questioned whether that kind of reporter should have statutory privilege to protect sources or material gathered for a story if it became essential in litigation. The present New Jersey law, he said, provides adequate protection for a reporter who refuses to disclose his source in any official proceedings.

Peter Bridge, the former *Newark News* reporter whose experience last year included 10 days in jail for protecting information given him in confidence by a person whom he named in the story, was the chief "witness" for shield laws in the informal trial. Robert E. Rhodes, executive editor of the *Home News* at New Brunswick presided.

Still unemployed in the news media, Bridge maintained that an absolute immunity statute should be enacted by Congress to safeguard the "full and free flow of information to the people." The present state laws, he argued, haven't fostered irresponsibility.

In cross-examination by Bernard Chazen, a member of the editorial board of the *New Jersey Law Journal*, Bridge took the position that the decision for revealing the whole truth could be left with the individual reporter rather than with a court of law. He explained that it wouldn't be the decision of one man by himself to withhold information because in the usual operations of a newspaper many people become involved in making judgments.

State Senator James Wallwork, who sponsored the amendment to shield confidential documents, etc., declared he was concerned with the public's right to know. If news people are denied access to information because reporters cannot hide the identity of informers, few, if any, underlings in government are likely to disclose corruption, Walworth contended. His measure, he noted, won heavy support in the lower house of the Legislature. The vote in the Senate was 25 in favor, 1 against, and 14 abstentions.

The senator who voted against the bill, Jerome Epstein, was called as a witness. He remarked that many of those who had voted "yes" admittedly had re-election

campaigns in mind and didn't want to incur enmity with the press. He referred to one newspaper editorial which used the term "courageous veto" in commenting on the Governor's action.

Edward J. Gilhooly, an attorney on Bridge's side, subjected Epstein to a probing cross-examination. Epstein insisted he was concerned with the philosophy of the First Amendment; full information was necessary in a democratic society; the next step to creating a special class for reporters would be regulation by the government.

Gordon B. Bishop, an investigative reporter for the *Newark Star-Ledger*, argued that stories should be built on information given in sworn affidavits. The conscientious reporter, he said, will check out the affidavits before he uses anything in them. Legislation shielding reporters' confidences deprives the public (grand juries, etc.) of the whole truth; the public is cheated by anonymity, Bishop asserted.

"A shield is not needed by the competent newsman," Bishop declared.

In summation for the case against shield laws, Chazen brought up the matter of group ownership of news media, particularly newspapers. He asked rhetorically "Aren't we giving too much power to the publisher who controls the flow of information in so many communities?"

The pleas of reporters to protect confidences, Chazen said, should be left to the courts to decide on a case basis. He said he noticed a trend recently in court decisions that are compiling a set of criteria favorable to the news media.

This matter of the public's right to know, Chazen concluded, should be handled with a "judicial scalpel, not a meat axe."

New Hampshire rejects qualified shield bill

The New Hampshire State Legislature has rejected proposed measures that would provide a limited shield bill for newsmen and a code of ethics for legislators.

The shield bill would have permitted newsmen to refuse to disclose confidential sources, except as part of libel suits, or when requested by a defendant in a criminal action.

A one-time radio newsman, Representative Rudolph F. Nelson, Bedford Republican, led the opposition.

Eye wash co-op

Lavoptik Co., Inc., of Minneapolis, maker of Medicinal Eye-Wash, have launched a co-op ad program for Medicinal, available until September 30. The plan would reimburse retailers 100% of the cost of newspaper ads, based on 30% of purchases. Layout and promotional information is being made available by the Bureau of Advertising.

\$25,000 gift made to journalism school

DeWitt Wallace, co-chairman of the Reader's Digest Assn. Inc., has given a \$25,000 endowment fund to the University of Missouri for the School of Journalism on the Columbia Campus.

The income from the newly created Reader's Digest Endowed Book Fund, according to Dean Roy M. Fisher, will be used to "supplement our annual appropriation for purchase of books for the Frank Lee Martin Library."

The library, which is one of the most complete journalism libraries in the world, houses a total of 35,000 books and subscribes to 600 periodicals.

Better living tabs

The morning *Knoxville (Tenn.) Journal*, and the evening *News-Sentinel* each carried tab-sized 16-page sections, recently promoting the Better Living Exposition, sponsored by the Knoxville Home Builders Association. Each section carried 12,886 lines of advertising.

Southam Fellows named

Winners of five Southam Fellowships for journalists at the University of Toronto have been announced. They are: Melvin Anderson, assistant news editor, *Calgary Herald*; Roger Lacasse, news editor, *Montreal La Patrie*; Jonathan Manthorpe, reporter, *Toronto Globe and Mail*; Sally Barnes Ross, reporter, *Toronto Star*; Nicolas Van Rijn, reporter, *Winnipeg Tribune*.

Wins \$1,000 award

Molly Burrell, reporter with the *Long Beach (Calif.) Independent Press Telegram* won first place and \$1,000 in the 1972 Wine and Health Writing Competition for her entry, "Here's to Your Health," which was published November 19, 1972.

Expanding circulation

The *China Post*, an 8-page Chinese language newspaper, begun November 1972 in New York City's Chinatown, is now being sold for the first time on newsstands in other sections of the city: Queens, Brooklyn, Bronx and Manhattan.

J-school reports upturn in communication jobs

Job-seeking University of Wisconsin-Madison journalism graduates this spring are finding prospects considerably brighter than did last year's class.

Notices of job openings are up 10 per cent over last year at the School of Journalism and Mass Communication's placement office.

Radio-TV news, public relations, and newspapers offer the most openings, according to Prof. Lester L. Hawkes, the school's assistant director. Although newspaper hiring isn't up as much as hiring in other fields of communication, Hawkes expects an upturn in the availability of newspaper jobs in the next six months.

During periods of recession, Hawkes noted, "Newspapers delay filling vacant positions. Attrition and retirement take a number of individuals during this period, and the time is coming when people will be needed to fill the vacancies."

Corporate internal publications are the largest recruiters at the present time. State and federal information positions are also attracting a lot of our graduates," Hawkes added.



WHO IS WHO?

Some moths carry prominent eyespots on their wings. Scientists speculate those eyespots are meant to frighten off a predator. A hungry bird might take this Caligo butterfly for an owl and thus miss dinner. There are lots of look-alikes in life. People sometimes assume that if it's a yellow tractor, it was made by Caterpillar. Caterpillar and Cat are registered trademarks of Caterpillar Tractor Co. Those trade-

marks should only be used to identify the products we make. The list includes trucks, engines, backhoes and wheel tractors, and track-type machines.

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MOUNTAIN NEWSMAN KEEPS PIONEER SPIRIT

Pick a combination of Samuel Gilbert, pioneer newsman who, long before the turn of the century, picked up news from ships in Boston harbor, and Gerard Hallock, pony express operator who ran news between New York and Washington in 1833, and you could have Lewis W. Green.

Editor and publisher of *The Native Stone*, a 15-cent weekly in western North Carolina, Green looks as if he is living in the wrong era. He's every bit a pioneer—from the expressions on his face to the clothes he wears to the Land Rover he drives in the mountain country around Asheville.

Lew Green is a talented, clever newsman who can change his personality to fit whatever the occasion. Dressed in his best, Green looks every bit the executive. In an ancient wide-brimmed hat, mud soaked boots and wrinkled coat and pants he could pass for the slouchiest bum on the road. He believes this to be the best way sometimes to pick up tips leading to good stories.

He likes to pick up his news the hard way. He finds little difficulty in cajoling ATU (Alcoholic Tax Unit) officers, narcotic agents or sheriff's deputies into allowing him to join their raids on illicit stills or dope dens, or perhaps ground parties seeking wrecked aircraft in mountain coves.

The day he was interviewed, Green and a staffer of *The Native Stone*, Robbie Snyder, had just arrived from an icy camera hunt for a panther in the mountains near Fairview, N. C. Snyder, who was educated at the University of South Carolina, shoots most of the paper's photos.

The Stone's other staffers include Susan Hurley, a graduate of Brown, who was breaking in as a cub reporter and Jody McManus, who sets type and does all of the general office work.

Award winning reporter

Green, a former staffer on *The Asheville Citizen*, is the author of a fable, "The Year of the Swan," and a novel, "And Scatter the Proud." At present he is at work on a second novel with a mountain setting. While a reporter, Green won five press awards from the Associated Press. He had served on the newspaper for 10 years when he resigned. He has also written numerous magazine articles.

This weekly publisher enjoys reminiscing of the days prior to June 3, 1971 when the first issue of *The Native Stone* rolled from the press of *The Waynesville* (N. C.) *Mountaineer* in neighboring Haywood County.

Lew Green leans back in the comfortable old swivel chair behind his desk, and with almost a triumphant air about him, tells the visitor that he was inexperienced, greener than a raw recruit at this business of publishing a newspaper. "I heard that the daily here was not doing the job—not covering the news and I

came to ask those people who were complaining if they were willing to put out some money to back another newspaper. From the beginning it was with the understanding that it would be a weekly and it would be a small newspaper. I wasn't trying to raise a lot of money.

"When we incorporated, we had the legal understanding that nobody could buy more than \$500 or under \$100 worth of stock. This was to spread it out over a lot of people and a lot of walks of life so that nobody could exert any influence on editorial policies of *The Stone*. We started out with 82 stockholders. We've got more than that now and we also started out with capital amounting to about \$11,000.

Started investigations

"I have always been a reporter," Green said, "and never an editor. I've never written enough headlines, for instance, to make any difference and so things started going wrong from the first. We had some people lined up who were going to give a lot of help about make-up and layouts. I never had had any experience in that either—and the last week came and nobody showed up." Then he chuckled.

"So, I just sat down here trying to figure out how do you put a paper together. I finally succeeded.

"We started out as an investigative newspaper and we have maintained that to this day. I've had other people working for me and we've made a million mistakes you have to make when you try to learn what you're trying to do. It's cost us but we've learned from everyone of 'em. We border from week to week on going broke but somehow we seem to struggle through.

Failure predicted

"In fact," Green said, "when *The Native Stone* first rolled off the presses some knowledgeable people gave us three months. We've been at it now for 19 months. Our circulation ranges from 3500 to 4500. It all depends on what kind of stories we've got, you know. That's fund circulation. We have no free circulation. Within a year we've had that circulation and I think that means that my instinct was right when I decided what the town (Asheville) needed was a newspaper that would go into the details of what's happened at the courthouse and city hall and police department and sheriff's department. This is the fabric of society and you can have a police state in a small town just as you can nationwide and I think it is up to news reporters to prevent it, if they try.

"It's made a difference with the daily. I've noticed that it covers a lot of things they used to wouldn't cover because they know we're going to get it, and I've noticed that the political figures and the public officials in general are no longer doing some things they used to do, know-

ing that very little publicity was going to come out of it. I think this is the foundation of journalism—when you're 'blowing the whistle' on the public figures," Green said.

"We've not backed off a story yet for any reason at all," he said. Green noted "We must use anonymous sources. Many persons would be very surprised to find out who our informers were on any given story."

Green admits that things get pretty tough at times. "My wife worries a lot about it and I think sometimes the he here worries about it. They really don't know how dangerous it is sometimes. They live in blissful ignorance, little dreaming that a sniper is right down the street going to get us all one of these days."

Vow to readers

But Green said "I promised my readers in the beginning that there was no influence. If we could get facts we would run the story and many people came to understand and even those we knew that used to get so upset and mad seem to understand now. They use us. We're well used."

Green says he operates on "the theory that today's victim is tomorrow's informer. I feel, too, that the public will do what needs to be done on any given issue—if the public is properly informed. This mountaineer journalism is distinctive because of the people themselves. There's maybe things in those mountains (the Blue Ridge range that surrounds this city of 65,000 people) that should have been dead 50 or 75 years ago. They are no dead yet and should be captured through journalism.

"America," believes this rugged newsman, "has lost all of its pioneer and frontier attitude and ways. It's become very harmonized but it still exists here in the mountains. You still find some rugged individualism. Some of the old ways still hanging on, one of which," he says, "is to 'tell me the truth when I ask you a question.'"

Green is a more-or-less self educated man. "I was kicked out of high school in the 11th grade and that takes care of the academic of my career." He began news writing at the suggestion of a friend.

He doesn't believe writing can be taught in college. "Writing itself can be taught," he said "but feeling—the instinct has to come from a wide spectrum of experience. I've been in all levels of life at one time or the other and I think newsmen, especially if you're going to get into investigations of any type, have to shed their ties and go among the people and listen to them. Don't put words in their mouths," he advises, "Let them speak.

"We maintain off and on good contact with the investigative world, which is everything from city detectives up to federal agents, private investigators, insurance investigators—anybody, in fact that's got a piece of information we want."

Green has suffered his share of threats on his life and but says he has never placed any stock in telephone threats. "

(Continued on next page)

ure if they are going to get me they're not going to tell anybody and I don't really feel that they are going to try me." Green has had as many as two death threats on the same day. His Land Rover is wrecked and the Carolina editor has never found out how it happened. Another man hid his pistol (a weapon he carries a great deal of the time, especially on night raids) disappeared from his car and reappeared in another car two days later. Even his office has been burglarized several times.

But it's going to take more than that to discourage the publication of *The Native One*—as long as the editor and publisher and his staff remain unscathed. To the delight of its more than 82 stockholders in Jaywood County the Stone continues to keep 'em rolling.

* * *

Weekly sales

A partnership in the *Albion* (Neb.) *News* which will eventually lead to the sale of the newspaper has been announced by Jack and Helen Lough, owners of the *News* for more than 28 years.

Rudy H. Froeschle will become co-publisher and partner April 1. Sale of the paper would be transacted in about two years at which time the Loughs plan to retire.

Froeschle has been editor, publisher and advertising manager of the *Cedar County News*, Hartington, Neb., for the last two years. The Hartington paper has been sold by the Loughs to Donald L. Johnson of the *Omaha World-Herald*.

Lough is past president of the Nebraska Press Association and the National Newspaper Association.

* * *

Effective March 1, Mr. and Mrs. Howard Lindquist have sold the *Plattsmouth* (Neb.) *Journal* to Mr. and Mrs. J. V. Parsons and Mr. and Mrs. Bill Parsons of Oregon, Mo. On the same date the W. Parsons sold their *Holt County Sentinel* to James E. Baird.

Lindquist, prior to owning the *Plattsmouth* paper, was managing editor of the *Times* (Ia.) *Daily Tribune* for five years.

The *Sentinel's* new owner, James E. Baird, most recently served as bureau chief in Clinton, Ia., for Lee Newspapers, Davenport, Ia. Baird joined Lee in 1962.

The *Plattsmouth* and *Oregon* sales were both negotiated by Marion R. Krehbiel of Krehbiel-Bolitho, Kansas newspaper brokers.

* * *

The *Elyria* (Ohio) *Chronicle Telegram* has purchased major stock interest in the North Ridgeville (Ohio) *Light*, a weekly that started operations in 1967. David Hawley is publisher of the paper which covers several small communities.

* * *

Two weekly newspapers in Connecticut—the *Southington News* and the *Plainville News*—have been sold by publisher Robert E. Joyce to Sam B. Warner, 75, former publisher of the *Shoreline Times* and six companion newspapers along the Connecticut shoreline, for an undisclosed sum.

Joyce acquired the two properties in April, 1972, from the *Meriden* (Conn.) *Record-Journal*.

Former Gannett and Scripps-Howard advertising salesman, Peter MacGregor has acquired six weekly newspapers in Dutchess County, N. Y.

The newspapers, known as the Dutchess Suburban Newspaper Group, are the *Hyde Park Townsman*, *LaGrange Graphic*, *Pine Plains Reporter*, *Pleasant Valley Life*, *Red Hook Observer*, and *Rhinebeck Examiner*.

The papers, headquartered in Hyde Park, were sold to MacGregor by Lewis Landers and his son Everett for an undisclosed amount of money. Walter Grimes, Washington, D. C., was the broker in the transaction.

MacGregor resigned last month as Eastern Sales Manager for American Newspaper Representatives Inc., which handles ad sales for weekly and small daily papers. Prior to that MacGregor had been in ad sales with Gannett, Scripps-Howard and the *Morris County* (N.J.) *Daily Record*.

Berkshire Eagle will publish a magazine

The Eagle Publishing Co., Pittsfield, Mass., has announced plans for a new publication, to be called *Upcountry*, a Western New England "Magazine of Upland Living."

According to Lawrence K. Miller, editor and publisher, the magazine will be distributed with the four Miller newspapers—the *Berkshire Eagle*, Pittsfield; *Brattleboro Reformer* and *Bennington Banner* (both in Vermont); and the *Torrington* (Conn.) *Register*—plus separately by subscription and on newsstands.

To be printed on newly-installed offset presses at the Torrington Register, the full-color magazine will be quarterfold on the outside, tabloid-sized on the inside.

Upcountry is to be published weekly for ten summer issues starting June 30, and monthly remainder of the year.

Advertising rates are to be announced.

William H. Tague, former Eagle reporter-photographer, who later became news director at Williams College, Williamstown, Mass., will serve as managing editor.

Secret witness plan

A "Secret Witness" program has been announced by the *Oklahoman* and *Times* with a reward of \$5000 offered in each of two recent murder cases. Anonymity of source is guaranteed by the papers which ask that information be sent to a post-office box which will be checked daily by an executive. The project, it was announced, is patterned after the *Detroit News* one begun in 1967 and in which rewards have been paid in 29 cases resulting in 26 convictions.

New Penna. daily

The *Hatboro* (Pa.) *Public Spirit*, published by Montgomery Newspapers, Fort Washington, Pa., changed its name to *Today's Spirit* and started morning publication five days a week on February 6.

Candy bar firm seeks merchandising support

Promotion managers of all newspapers which carry the new advertising which features Clark Bar, have been invited to participate in a contest sponsored by The D. L. Clark Company Division of Beatrice Foods Co.

The contest is being run in conjunction with Clark's switching its advertising emphasis from television to the Sunday newspaper comic sections, according to John Clampitt, director of advertising.

Clampitt said the assistance of newspaper promotion managers is requested to merchandise the program to trade factors—the wholesalers selling Clark and Zag-Nut bars—and to their customers.

"So, the newspaper that does the best, most unique and most effective merchandising on this program will win the prizes," says Clampitt. "There will be two first prize winners and seven second prize winners." First prizes are Electric barbecue grills, the newest thing in outdoor cookery, each with a retail value of \$69.95. Second prize winners will receive Tyco shifter-action HO gauge freight train sets, with a retail value of \$56.60.

"Additionally, every promotion manager that enters will receive a stainless steel chef tong set, ideal for barbecues," concludes Clampitt.

Over 100 newspapers are carrying the Sunday comics with the Clark advertising campaign. Deadline for entries is May 15. Advertising agency for Clark is Arthur Meyerhoff Associates, Inc.

\$100,000 check sent to college by Pulliam

Baker University honored Eugene C. Pulliam March 22 as "Citizen of the Year." Pulliam who was unable to attend the awards dinner because of illness, instead sent a \$100,000 check and telephoned good wishes. Pulliam is president of Phoenix Newspapers Inc. and Indianapolis Newspapers Inc.

Dr. James Edward Doty, Baker president, said Pulliam began earning money by delivering newspapers at the age of 6 in Iola Kan. He said Pulliam worked his way through DePauw University established the school's daily newspaper and was a co-founder of Sigma Delta Chi, the journalistic society.

Pulliam was a reporter for the *Kansas City Star* until he quit at the age of 23 to publish the *Atchison* (Kan.) *Champion*. He was the youngest newspaper publisher at that time.

He has owned 47 newspapers in eight states and now publishes the *Phoenix* (Ariz.) *Republic* and *Gazette*; the *Indianapolis Star* and *News*; the *Muncie* (Ind.) *Star* and *Press* and the *Vincennes* (Ind.) *Sun-Commercial*.

Pulliam has established a scholarship fund that helps support 22 sons and daughters of United Methodist ministers at Baker University in Baldwin, Kan. A spokesman said the new \$100,000 gift is "unrestricted support" for the university.

Promotion

By George Wilt

WEEKEND MARKET TOUR

A program is underway to bring about 700 advertising executives and their wives to San Diego for weekend market tours. Under the name of the "Great Escape to San Diego," 20 to 120 visitors are flying in each weekend from all parts of the country.

On Saturday the admen take a 2½ hour market tour by bus past the new Union-Tribune offset plant (which will be ready for occupancy late this year), and to many other points of interest. Saturday afternoon the visitors go either to Sea World or on a shopping excursion in Tijuana, Mexico. Saturday night is a free night for the visitors.

On Sunday, hostesses take the visitors to the Zoo or to the Harbor Excursion. A banquet and a gift of Neil Morgan's book, "The Unconventional City," will be the finale for The Great Escape to San Diego.

* * *

4,000 MILES—The trans-China trek of associate editor J. Edward Murray is chronicled in a reprint booklet being distributed by the *Detroit Free Press*. Murray's 4,000-mile journey first appeared in the *Free Press* and tells of his trip as president of the American Society of Newspaper Editors, where he led a delegation of 22 editors. Copies are available by writing David E. Henes, promotion director, *Detroit Free Press*.

* * *

TRAVEL DIRECTORY—The *Dallas Morning News* has released its 1973 Travel Directory, including a list of travel agents in the Dallas area, cruise lines, airlines, tour operators, car rental agencies, auto clubs, hotel representatives and government and tourist board representatives.

A listing of Dallas News Travel and Vacation sections, with publication and closing dates, is also included in the pocket-size booklet.



FIRST ONE—S.W. Calkins Jr. (right), vice-president and general manager, and Stacy Briggs, Sunday editor, examine the Bucks County Courier Times' first Sunday edition which was published March 18. The opening-day circulation was one-half of the 60,000 daily circulation. Besides the regular 64-page paper, the issue included a local magazine, TV magazine and comic section.

LANGUAGE RECORDS—22 First Advertising Agency Network members are brushing up on their Spanish with language records presented by Don L. Nutter, advertising director of the *Long Beach* (Calif.) *Independent, Press-Telegram*.

The members have two months in which to develop their accents for FAAN's annual summer conference to be held in Spain and Portugal, May 17-31. While facility with the language may not be overly necessary at the group's business meetings, the members may find Spanish valuable when they take their chances at fighting baby bulls and ordering the wines of the region.

The four-record, 40-lesson language course is by Learn-A-Language, and distributed by Crown Publishers of New York. The I, P-T has been offering the records in ten languages to its readers since November, 1972.

* * *

SPOKANE DATA—The *Spokane* (Wash.) *Spokesman-Review* and *Chronicle* have released a brochure on the area's "explosive economy", citing a retail sales climb, employment gains, wheat prices, expo '72, and other market indicators. Copies are available from the newspaper's advertising department, or offices of Cresmer, Woodward, O'Mara & Ormsbee.

* * *

PUTT FOR PROFITS—The *Houston Chronicle* has announced its annual Golf Edition, scheduled for publication May 2, 1973, timed for release at the time of the Houston Open to be played at Quail Valley Country Club, May 3-6. The issue will introduce the pros, give facts on the course, and serve as a program for the tourney.

* * *

CONSUMER ANALYSIS—The Golden anniversary edition of the *Milwaukee Journal* Consumer Analysis has been released, reporting purchases of more than 200 product categories by the 439,800 households in the Milwaukee SMSA, based on a sample of 3,038 families.

The 128-page report includes brand preference by shoppers on food, soaps and detergents, toiletries, beverages, household products, appliances and automotive products. Requests may be directed to Jack Koller, The Milwaukee Journal/Sentinel, Milwaukee, Wisc. 53201.

* * *

HAWAII IN REVIEW—A one-night visit to Hawaii will be possible when the *Detroit News* and United Air Lines co-sponsor a one-night performance at Fort Auditorium. In an atmosphere of the islands, a troupe of more than 20 will perform musical highlights.

Included will be more than 20 high school students from Hawaiian Kama-



More than 100 Los Angeles advertising executives took their chances and won . . . at the CLAN Monte Carlo night held at Lakeside Golf Club in North Hollywood. The annual event is sponsored by the Copley Los Angeles Newspapers which serve many suburban areas. Among the winners was Bob Stewart from Treasury Stores. He is shown receiving his prize from Robert Lett's Jones, president of Copley Press, Inc.

hameha Schools, young singing sensation Jeff Apaka, nightclub favorite Jan Pihanakalani Smith, and Hawaiian dancer Rose Marie Alvaro. Features will include ancient chants and hulas, medley of songs and an interpretation of the history of the island.

* * *

COVERAGE COMPARATOR—Western dailies, the newspaper representative organization, has produced a "Coverage Comparator" to help simplify the job of making newspaper comparisons in Southern California. The simple wheel chart, with three windows, shows coverage data for 17 Southern California markets, and has received outstanding acceptance by media buyers and district managers who are asked for recommendation by their companies. If you would like a copy, write to the Los Angeles office of Western Dailies, 550 So Vermont Ave., Los Angeles, Calif.

* * *

INPA IN ZURICH—The International Newspaper Promotion Association's European Division will hold its meeting in Zurich, Switzerland, Aug. 29-Sept. 1, 1973, at the Hotel Zurich. Alan Schrader, INPA president and *Washington Star* News promotion director, said that Dr. Basilio Riesco, president of INPA-Europe and promotion manager of *Tages Anzeiger*, Zurich, will be program chairman. Sakari Almi, marketing director of *Helsingin Sanomat*, Helsinki, Finland, has been appointed 2nd vicepresident.

Two new national secretaries were also announced: Rodney Rycroft of Thomson Regional Newspapers in London will serve the United Kingdom; Bruno Zanolli, Euro-Advertising, Zurich, will serve Switzerland.

Theme of the Zurich Conference will be "Marketing Newspapers to the reader and the special relationship between editorial and marketing departments." Conference speakers will come from many of the 12 countries making up INPA Europe. Simultaneous translations for English, German and French will be used for the first time.

Additional information on the conference may be obtained by writing INPA, P.O. Box 17422, Dulles Int'l. Airport, Washington, D.C. 20041.

EDITOR & PUBLISHER for April 7, 1973

CARRIER COUNSELING PROGRAM

Distribution and promotion problems of the Fort Wayne (Ind.) News-Sentinel pushed the newspaper into a carrier counseling program and elimination of district managers. Results over several months have been satisfactory.

Tom Schofield, assistant circulation manager of the News-Sentinel and Journal-Gazette, described the traffic problems of Fort Wayne and the city's outskirts as well as the engagement of parttime women as carrier counselors (March 27) to the Central States Circulation Managers Association meeting in Chicago.

He said the city's traffic system almost defies completely the effectiveness of a motorized vehicle from moving anywhere in less time than it would take to walk. The Fort Wayne bypass is no better, Schofield said. An expressway in an area of heavy growth of shopping centers, it has left-turn signals at almost every block and in certain segments the artery narrows from four to two lanes.

Coupled with heavy movement of school buses and thousands of factory workers changing shifts at the same time the afternoon paper (News-Sentinel) is to be distributed, the situation provided much of the motivation for looking into a more effective distribution arrangement.

In the city zone prior to the counselor program, the News-Sentinel was delivering to approximately 650 individual carrier homes via 15 contract haulers, plus a few motor routes to distant areas. Effort was made to have the last customer receive his paper by 5:30 p.m.

Promotion was another sticky endeavor, Schofield said. It became apparent that for a fulltime district manager to handle about 84 carriers under the bi-weekly collection system—collecting at their homes—and still have adequate time for evening sales work might be an unrealistic situation. When district managers were asked to have 10 percent of the carriers attend sales orientation meetings a carrier transportation problem developed. District manager terminations were turned in almost as fast as new subscriptions, Schofield said.

These factors turned the circulation department to the counselor system. The two best district managers were selected from the afternoon side and a country supervisor transferred to work with the city circulation manager.

Counselors make bulk drops

Carrier counselors started delivering the bundles to carriers, bulk drops being made to 33 counselors via nine contract trucks. Although there is some lost time in reloading from trucks to counselor vehicles, the net result has been an average improvement of 35 minutes on the final deliveries. It is now felt that carriers have their bundles by 4:30 p.m. most of the time, making the 5:30 customer delivery more of a reality.

Counselor turnover has been low. Of the 33 women that started, 28 are still work-

ing. Four of the five resigning had valid reasons.

Schofield alluded to reports that the one week area of some counselor programs is that of promotion. He said that two of the most successful promotions in the recent history of the News-Sentinel have taken place under the counselor program.

Counselors have been trained to work with carriers at sales meetings in the field. Incentives are occasionally offered to counselors for production of orders.

Counselors (handling the city zone circulation of 45,000) are under contract at the rate of \$50 weekly and they are responsible for all expenses incurred. For the most part none are dependent on this income, regarding it as extra money for the family.

Schofield noted that he would not recommend the counselor program over the district manager arrangement. He said that the job is being done for about the same total dollar as was being spent on a full district manager setup. A plus has been the feeling that the counselor program has made important improvements in most areas of the city circulation operation area. There is little doubt that within another year the program will be functioning even smoother as the organization gains further maturity.

Guidance provided

All route functions are under the direction of the counselor. She contracts new carriers, collects once every two weeks from the carriers, makes missed paper deliveries when the carrier can't, and in general provides the guidance to make the youngster successful.

Each district covers approximately one square mile and requires about 15 minutes of driving each day.

It was announced during the two-day conference that Ralph E. Heckman, longtime circulation manager of the Fort Wayne papers, and for many years secretary-treasurer of the Central States association, is leaving to become assessor in a township adjacent to Fort Wayne. His successor as secretary-treasurer of Central States is Carl W. Reiner, Elkhart (Ind.) Truth.

Other new officers are: Roy S. Henderson, South Bend (Ind.) Tribune, president, succeeding Herbert B. Gilmore, Michigan City (Ind.) News-Dispatch, who

(Continued on page 34)

Computer match permits 100% market coverage

"Now we reach the homes we don't," says Oakland Tribune advertising director Roy Boody. "With TMC (Total Market Coverage) an advertiser's Tribune insert can be mailed to any or all non-subscriber homes in the Tribune's primary market area."

"The Tribune's advanced TMC computer programming can select non-subscriber mailings by zip code areas or even specific postal carrier routes.

"It also allows pinpointing for education, sex, race, income and many other demographic characteristics. Whether selected by geographics or demographics, there is no overlap with Tribune subscribers because they are computer matched with every household in the market."

The Tribune, which will be celebrating its centennial in 1974, serves the eastern side of the Oakland-San Francisco Bay Area, which consists of Alameda and Contra Costa counties. They encompass 1,651,600 people, or 53% of the 5-county Bay Area population.

With monthly updating of all household lists against subscriber records, the Tribune offers simultaneous, non-subscription mailing and subscriber delivery at a distribution cost of \$65 per thousand pieces, for up to 14 standard newsprint pages, non-commissionable.

The only newspaper offering total market coverage for the two-county area, the Tribune maintains that their program gives total saturation without costly two and three newspaper buys.

Air deliveries

The Florence (Ala.) Times/Tri-Cities Daily made arrangements to air deliver copies of the newspaper to rural areas unreachable by truck during the recent flooding of the Tennessee Valley area in North Alabama and East Tennessee. Publisher Baily Anderson said the papers were flown "under very adverse condi-

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CARTOONIST STUDIES "THE NOW SOCIETY"



William Hamilton

How and why did William Hamilton, whose magazine cartoons have been appearing regularly for almost a decade in that repository of clean, sophisticated wit, the *New Yorker Magazine* (and in others too) also become a syndicated newspaper cartoonist with an impressive list of major papers signed up in his first few weeks?

Asked that question, Hamilton can't suppress a gleam in his eyes. "I don't know if I should tell," he answers. The tall, rangy cartoonist who resembles a post-graduate about to end a teaching fellowship, leans forward and smiles. It all started, he explains, after he told *Washington Post* writer doing a story on cartoonists that he, Hamilton, took his drawings rejected by various editors, thought up "something dirty" as captions and sent them off to *Playboy*—and *Playboy* bought them.

But after that remark appeared in print, no more "Wm. Hamilton" signatures in *Playboy*.

So, continues Hamilton, needing another cartoon market to take up the income slack, he tried a couple of New York syndicates which couldn't make up their minds. When Hamilton and his wife went back to his parent's home in the Napa Valley of California so that their first child would be born in that state, the

cartoonist went to see Stanleigh Arnold, general manager of Chronicle Features and Sunday editor of the *San Francisco Chronicle*. Arnold had followed Hamilton cartoons for some time, but wondered whether they might be too sophisticated for general newspaper readership. Leaving some drawings on Arnold's desk, Hamilton went home.

By the time he got there—about an hour and a half—the phone was ringing and Arnold was saying yes. The cartoons lying on the editor's desk attracted several staffers who reacted with laughter. That was last August and after a couple of months working on the feature titled "The Now Society", it was introduced early in the year.

Drawing since childhood

Hamilton, born in Palo Alto, went to Phillips Academy in Andover, Massachusetts before entering Yale University in 1958 as an English major. His drawing dates back to childhood and didn't cease in college—although he was leaning toward being a movie director. Hamilton also had a year at the University of Veracruz in Mexico and then was drafted. He spent Army time in Fort Richardson, Alaska—was there for the big earthquake, wrote press releases, shined shoes, cleaned bathrooms and washed a lot of dishes. He has told his wife, the former Candida Darci Vargas of Rio de Janeiro, that he has already washed a lifetime quota of dishes, and now it's up to her.

While in Alaska, Hamilton had begun submitting work to national magazines and once out of the Army came to New York where magazine credits soon began appearing. He met film director John Huston and went off to Rome as Huston's assistant in 1966 on the film "Reflections in a Golden Eye."

The cartoonist has written a couple of novels and a screen play along the way and doesn't intend to give up writing. He finds fiction writing and cartooning compatible with "one a relief from the other." However, writing in his opinion is taxing—"more like work." It's not the fun that cartooning is, but he's determined to keep at it.

Drawing, he says, is genuine fun when going well. "You do not involve yourself as much when drawing. Some distance is required from drawing," meaning that any self-consciousness can interfere. "Cartoons demand relaxation and ease; you can't dredge them out or they won't come."

Well into the newspaper syndication routine, the artist has discovered he likes to work for newspapers. He explains that he can do what he wants and have the cartoons used, but with magazines, editors may not take the ones Wm. Hamilton likes best.

Another nice thing about drawing cartoons, "The Now Society" creator adds is that he can pretty much get up when he wants to and go to bed when he wants to,



FASHION SCENE—Marian Christy, fashion editor of the *Boston Globe* and United Feature Syndicate columnist, receives the Al Merito della Repubblica Italiana decoration from Italian consul general Dr. Franco Faadi Bruno. The award recognized the editor's efforts in bringing to American attention "the high quality of the Rome fashion scene."

although granted a routine is settling over his schedule since arrival of his baby daughter. "She's gorgeous," father summarizes and writes out her name in full: Alexandra Manuela Vargas Hamilton.

"The Now Society" is available five times a week in 2-column and one cartoon in a weekend panel in 3 or 4 column width.

Lurie switches to N.Y. Times

Ranan Lurie's editorial cartoons—"Lurie's Opinion" and "Mr. Politician"—will be distributed world-wide beginning in the week of May 7 by the New York Times Special Features Syndicate. Lurie has been with United Feature Syndicate for the past year.

John Osenenko, manager of Special Features, has announced that the editorial panel "Lurie's Opinion" will be a 6-a-week, plus two caricatures. The sixth panel has been added, directed toward foreign clients. "Mr. Politician" is a Sunday strip format.

Lurie has completed a special two-page layout commemorating Israel's 25th birthday. For publication May 6, it consists of 16 drawings and text in camera-ready form and is now offered by special arrangement with the Times syndicate.



More or less.

Dr. Lee Salk begins guidelines column

Dr. Lee Salk, author of the best seller *What Every Child Would Like His Parents to Know*, will write a syndicated newspaper column starting in early May for distribution by Adcox Associates Inc. of San Francisco.

Dr. Salk, younger brother of Dr. Jonas Salk, has been working with children and parents for 20 years and developed innovative programs at New York Hospital, contending that well-baby psychological care is as important as conventional pediatric care. He is director of the Division of Pediatric Psychology, New York Hospital-Cornell Medical Center, and clinical professor of psychology in pediatrics at Cornell University Medical College.

The new weekly newspaper column by Dr. Salk will tell parents how to communicate with their children and offer guidelines for rearing emotionally healthy children.

Two women appointed to fill top ad posts

Two women have been named to advertising manager positions on the Westchester-Rockland Newspapers, owned by Ganett Co.

Nancy Pashley, currently assistant advertising manager of the *New Rochelle* (N.Y.) *Standard-Star*, has been promoted to advertising manager of the *Marionette* (N.Y.) *Daily Times* to succeed Peter Anderson, who was transferred to the *Post Chester* (N.Y.) *Daily Item* to become advertising manager. Anderson will replace Bill Fitzgerald, who has decided to retire on May 1 after 27 years with the group. Previously, Fitzgerald had been ad manager of the *Standard-Star* in New Rochelle.

Barbara Harrison, currently on the ad staff of the *Daily Item*, has been appointed advertising manager of the *Tarrytown* (N.Y.) *Daily News*, succeeding Bill Smith who retires after 27 years of service.

Farr admitted as first male in all-women group

William Farr, who went to jail rather than reveal his news sources in the Charles Manson murder case, became the first male to be admitted to membership in the Los Angeles Chapter of Women in Communications.

Farr, who describes his only ambition as wanting to continue to be a reporter because "that's what I'm good at," was pinned with the gold matrix symbol signifying membership in Women in Communications, founded as Theta Sigma Phi.

Henry Taylor honored

Henry J. Taylor, United Feature Syndicate columnist, has won the American-Scottish Foundation Wallace Award. The trophy which commemorates Sir William Wallace is being presented April 7 by Lady Malcolm Douglas-Hamilton, foundation president.

Nebraska legislature passes immunity bill

An unqualified shield bill, sponsored by retired *Omaha World-Herald-News* photographer, Sen. John Savage of Omaha, was passed by a 39 to 6 vote in the Nebraska legislature April 1.

Reportedly, Gov. J. J. Exon reserved comment on whether he would veto the measure. He had indicated he wanted the bill qualified, so that a reporter with personal knowledge of a serious crime could be compelled to provide information to law enforcement officials.

The bill passed would protect newsmen from court ordered disclosure of sources, notes or unbroadcast television footage.

Investigative staff is formed by paper

The formation of a four-man government investigative reporting team was announced by Gilbert P. Smith, executive editor of the *Utica* (N.Y.) *Observer-Dispatch*.

Smith said formation of the team would enable the *Utica* newspapers to provide much greater in-depth reporting of events and their reasons.

Smith said each man will continue his "beat" coverage, while at the same time, combining his efforts with one or more members of the team on news requiring more than usual scrutiny.

King to syndicate research reports

King Features has announced a new feature prepared by the University of Michigan's Institute for Social Research. The "Special Report," which begins April 16, will provide authoritative answers to fundamental questions about American society.

King Features editor Neal Freeman described the new service this way: "We will make extensive use of the Institute's surveys of consumer attitudes. Beyond that we will cover the whole range of social and cultural issues, specifically including abortion, education, divorce. Occasionally, where we have surprising data, we will examine voter preference. In every area, however, we hope to tap the primary source of the Institute—their ability to break through clichés."

The Institute for Social Research has grown to become the largest university-based research institution in the world. It now employs 75 research scientists, 75 doctoral students, 300 field interviewers and more than 300 support personnel.

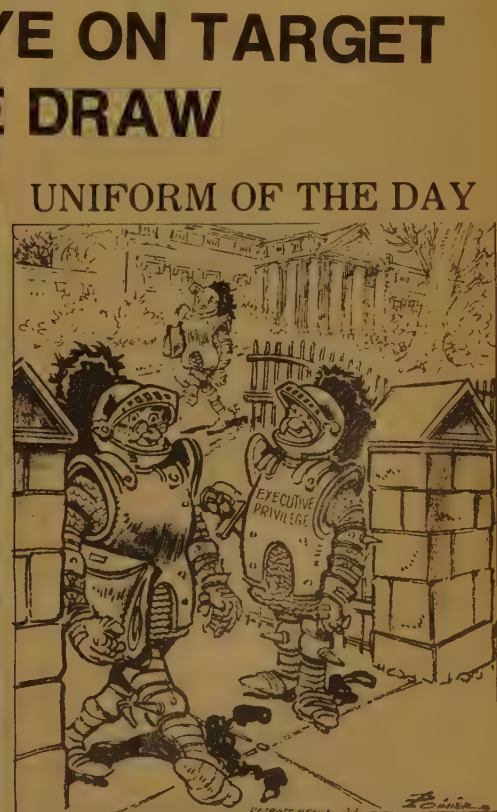
The weekly Special Reports will be written by John Lear, who was for sixteen years editor of the Science and Humanity supplement of *Saturday Review*. Lear has won many awards for his work in science journalism, including the Albert Lasker, Westinghouse, and SDX Distinguished Public Service Awards.

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Circulation

(Continued from page 31)

moves to board chairman. J. Robert Hudson, *Des Moines* (Ia.) *Tribune*, was elected first vicepresident and under normal procedure will be president in 1974. Lawrence Lund, *Rock Island* (Ill.) *Argus* was elected second vicepresident in a contest with John J. MacDonald, *Elgin* (Ill.) *Courier-News*.

* * *

Continuous upgrading of newspaperboy carrier organizations and proper motivation are still the best sources for new business volume at reasonable cost, speakers told the Midwest Circulation Managers Association meeting recently in Oklahoma City.

By action of the group's board, the name of the organization was changed to Midwest Circulation Management Association. It was explained by officers that the name change more accurately reflects the composition and responsibilities of MCMA members and makes for a more encompassing term.

The image of the carrier boy organization can be altered, according to Don Morse, *Tulsa* (Okla.) *World & Tribune*, so that only the most successful boys will be able to obtain newspaper routes.

This can be brought about, Morse said, by assisting carriers in overcoming their dislikes about delivering a route: irregular press schedules; collections; charging of newspaper bills; large routes.

Morse, a past MCMA board chairman and president, said he is hopeful some "bright boys" will put to work a plan to charge the subscriber's newspaper bill against his bank account. Bankers are ready to do this, but they need the customer's approval of the money transferal arrangement.

Circulation managers cannot work this out with the customer due to the independent contract relationship newspapers have with carriers, because it would be in violation of the contract. Carriers must be free to collect as they see fit.

Collection envelope in use

Some Tulsa carriers use a customer collection envelope which is distributed with the newspaper near the month end. This is growing in popularity and use in the Tulsa market, particularly in affluent neighborhoods and in motor route territory.

The carrier service problem, Morse believes, can be solved by converting to smaller newspaper routes, with larger profits allowed carriers due to weight and bulk of papers.

With the growth of advertising there has been a resultant increase in the weight volume of newspapers. Newspaper pickup points closer to the route and smaller routes will be a large factor in solving this problem.

Morse also urged a re-thinking of circulation department position on how profitable the department must be and perhaps an easing on profit goals.

Promotion campaigns should be made more rewarding to the boy, for there is no enticement these days to offering 50 cents

or a knife to obtain a new start. Boys want to win trips, clothes, cars, stereos, tv's, etc.

Morse favors wider coverage of news of blacks, taking the position that the motion picture industry has proved that blacks will pay well to see even the worst movies, if the principal characters in them are black.

Qualified counselors

Better qualified men for carrier counseling should be brought into the circulation business—self-starters who are genuinely interested in boys and people in general.

Ivan G. Sundberg, *St. Paul* (Minn.) *Pioneer-Press & Dispatch*, said the vast majority of new orders secured by newspapers over the years still is due to the carrier, under the direction and planning of the circulation department and district managers.

All things being equal, Sundberg said, the carrier salesman has not changed as much as the adult society when it comes to the basic ingredients of enthusiasm, excitement and desire to be a winner.

That is why promotion campaigns should be kept exciting, with techniques generated to put some fun into the action. Buildup of the campaign in advance of its start is important; Sundberg suggested "surprise communication." Carriers first to call in the right answers to crossword puzzles should be given special awards—a method of continuing communication between the circulation department and the youth.

W. E. Swor, assistant circulation manager of the *Arkansas Gazette*, Little Rock, was elected MCMA president and Wilbur Reagan, *Kansas City* (Mo.) *Star & Times*, first vicepresident.

* * *

SPECIAL VALUE—The *Des Moines Tribune* is offering four weeks (24 issues) free with each new subscription of 10 weeks or more. It is only for those not subscribers during the previous 30 days. The opening promotion was an orange-and-black page in the Sunday Register with an order coupon and 12 single paragraph reasons for reading the Tribune.

* * *

The Sunday *Chicago Tribune* and the *Chicago Sun-Times* went to 40 cents an issue on April 1. The price per issue had been 30 cents.

Both newspapers stressed that increased labor costs and higher newsprint prices dictated the increases. A portion of the increase in home-delivered Sunday editions will be passed on to distributors and carrier boys. The raise was within the guidelines established by the Cost of Living Council, the newspapers said.

* * *

The afternoon *Holyoke* (Mass.) *Transcript-Telegram* has increased its price-per-copy from 10 to 15 cents. William Dwight Jr., editor and associate publisher, announcing the boost, cited "the higher cost of newsprint and labor." The increase, Dwight noted, is "across the

board," the home-delivered copies costing the same as those sold at newsstands.

* * *

TUBE BAN—The City of Bedford, Virginia has ordered the Roanoke and Lynchburg newspapers to remove delivery tubes from city rights-of-way. The city code requires permission to erect anything in the right of way.

* * *

SCHOLARSHIPS—The *Oklahoma City Times* and *Daily Oklahoman* awarded 118 carriers \$12,975 in cash to use in any way or to leave in interest-bearing savings accounts. In the 12 years since the program began, the papers have given in excess of \$250,000 to more than 2,500 carriers. One award this year went to the son of the papers' display sales manager, Jack Hovorka.

Laughridge named president of sales agency

James H. Laughridge, Atlanta, is the new president of Atlantic Features & Printing, Inc., a sales agency for syndicates and colorprinting plants. His election came at the stockholders' annual meeting in Atlanta. He is a former vicepresident of Ward-Griffith, Inc. and succeeds Jack R. Hornady, veteran syndicate sales representative in Southern states.

Elected vicepresident of Atlantic Features was Carl A. Jones, publisher, *Press-Chronicle*, Johnson-City, Tenn. Re-elected secretary and treasurer was Robert B. Smith, general manager, *Daily Press* and *Times-Herald*, Newport News, Va.

Named to the board of directors were: Randall Terry, president, *The Enterprise*, High Point, N.C.; Richard Moisio, general manager, *The News*, Florence, S.C.; Phillip Sanguennetti, general manager, *The Star*, Anniston, Ala.; and Carl Worsely, publisher, *The Telegram*, Rocky Mount, N.C.

Record-size coupon edition is published

A record 520 coupons were offered in the *Long Beach* (Calif.) *Independent Press-Telegram's* annual Bonus Coupon Day retail advertising event.

Retail manager, Roy Jarvis, reports that the coupons topped by 18.7% the number presented for the 1972 Bonus Coupon Day and were 36.8% higher than 1971's total.

The bonanza of two-column by two-inch coupons covered 16 pages in the Sunday, March 4 edition of the I,P-T and represented 266 different merchants throughout Metropolitan Long Beach.

Jarvis added that 19 of the I, P-T's 21 retail salesmen brought in at least 20 coupons, entitling them and their wives to an expense-free weekend at San Diego's Mission Bay.

EDITOR & PUBLISHER for April 7, 1973

Whitehead misinterpreted, guide tells media seminar

Debate over the coverage and interpretation of the Clay Whitehead speech in Indianapolis last December sparked the Press Freedom—On the Way Out? panel discussion at the Spring Media Seminar held in Indianapolis March 31.

The seminar was co-sponsored by the Indianapolis professional chapter of Sigma Delta Chi, the Indiana Collegiate Press Association and by Indiana Central College, host to the seminar.

Whitehead, President Nixon's telecommunications adviser, said in a December speech to Sigma Delta Chi, that the Administration was proposing changes in broadcast station licensing. His speech was widely interpreted as an attack on "network bias" and as a threat to local station licensing renewal unless they countered his "bias" with their local programming. Not so, said Brian Lamb, administrative assistant to Clay Whitehead, in the Spring Media Seminar panel discussion. Lamb said Whitehead's speech has been widely misinterpreted and misunderstood despite all efforts of the Office of telecommunications to set the record straight.

He said Whitehead "at no time" accused the networks of bias.

"Now you may view this as a technicality," he said, "but Mr. Whitehead only talked about network bias 'when and where' it might exist."

Only concerned

He said Whitehead only was asking what should be done when network bias was found. The Telecommunications Office was only concerned in asking how this bias could be countered and urged the local stations themselves to do it, he said.

More than this, Lamb claimed that legislation proposed by the Nixon administration is an effort to make the local stations freer than they have been in the past.

He said this legislation only calls for license renewing every five years as opposed as three years as currently is the case and that any questioning of license renewal would have to come from the community served by the station.

In the dialogue that followed between Lamb and Wendell Phillips, managing editor of the *Indianapolis News*; Joe McGowan Jr., bureau chief of the Associated Press in Indianapolis; and Jim Hetherington, editorial editor of WRTV in Indianapolis, the actual intent of the December Whitehead speech was extensively discussed.

Lamb admitted that the speech had been carefully couched to receive wide media play.

Wanted public airing

"After all, we have to compete along with everybody else in getting the media to use our story," he said. He added that the telecommunications speech writers felt the issues needed a public airing and that

terms like "ideological plugola" and "network bias" would do this.

"We knew exactly what would happen except for the over-emotionalism that followed," Lamb said.

Lamb was asked if Whitehead, as a professional communicator, had "learned his lesson" in avoiding such rhetoric in future speeches if he sought effectiveness of communication.

Lamb denied that there was any lesson to be learned and noted the speech gained "public discussion of the issues."

WRTV's Hetherington asked if the attempt to localize opposition to station license renewals was not an effort to localize all issues so there would be little comment on federal questions. He also asked if this was an effort to "cater to local biases and prejudices?"

Community control

Lamb said the telecommunications staff believes the federal government now is too involved in radio and television regulations and that the community people ought to decide what they want and then demand it.

Lamb directed his own thrust at the "Eastern establishment press. You get a different view of the world when you're living in New York City or Washington rather than here in Indiana."

He said there is "no place else like it in the world," referring to the reporting of Washington events. "There are more than 4,000 reporters there." A kind of "cliquishness" is evident, he said, with "one reporter or columnist reporting something one day and then several others picking that up in the next few days."

Lamb also noted the Nixon administration was reluctant to have a federal shield law, believing the reporters would be better served by standing on the First Amendment and the guidelines laid down in 1970 by then Attorney General John Mitchell.

He said that defining who is a newsman would be very difficult.

Loss of freedom

Phillips, McGowan and Hetherington all expressed concern for loss of freedom of the press. Phillips said the news media still are trying to "get World War I declassified."

McGowan said he was "shocked" to return to the country after a five-year absence and note the extent of attacks on freedom of the press.

Hetherington said the decision to allow broadcast editorials "took more than it gave" when it was accompanied by the Fairness Doctrine.

Phillips also said President Nixon's use of televised reports was not an adequate substitute for Presidential press conferences. He said these press conferences were necessary in giving the American people a chance through the nation's reporters to quiz the President, something not possible in the TV reports.

Pottstown editor scores abuses of press freedom

The *Pottstown* (Pa.) *Mercury*, which published a special 10-page supplement in February on censorship throughout the country (E&P Feb 24) is finding that while the "bee stings in Washington, the pain is felt in Pottstown, too."

In a March 24 column on the *New York Times* Op-Ed page, *Mercury* editor Robert J. Boyle described several uneasy developments in Pottstown, a community of 28,000, about 35 miles from Philadelphia.

Boyle told how even simple news gathering is becoming increasingly difficult. A fire at the local Army officers' club resulted in \$750 damage. When the paper tried to get a one or two paragraph item on the fire, the Army refused to release any information until "the news release cleared the channels."

A more serious breach of press freedom, according to Boyle, occurred when the city council held a secret meeting in October, 1972, at which time they voted to oust police chief Dick Tracy ("as God is my judge, that's his name"). A group from the council was selected to secretly tell the chief to start looking elsewhere for a job, and that it would be in his best interest to keep the decision a secret.

Paper is 'tipped off'

The paper was tipped off through inadvertent remarks by one of the participants at a local bar. Tracy was confronted by the paper and asked to confirm or deny the story. He confirmed it and the paper headlined the story of the secret meeting.

"Tracy was fired because he wouldn't play small-town politics," said Boyle. "He refused to fix parking tickets, refused to let old-line politicians run the department, and he was strict. He wasn't a bad cop."

The article, said Boyle, upset the community, and particularly angered the council members, who were further incensed by later stories in the *Mercury* outlining conflict-of-interest possibilities in some council proposals.

In an interview with E&P, Boyle asserted that this situation is not uncommon in small towns around the country. "I've been getting calls from Ohio, Pennsylvania, Maryland, Illinois; from other editors up against the same thing."

In nearby Collegeville, Pa., the local newspaper, *The Independent* has run into trouble with the Pennsylvania state prison following publication of a nine-part expose on prison conditions. Officials have put a gag on news out of the institution.

"The problem," said Boyle, "is growing to alarming proportions. The remarks, limitations, and innuendos coming out of Washington are filtering down to us."

Other attempts to stifle freedom of the press cited by Boyle included the barring of a reporter by a justice of the peace from using a pencil and notebook at a hearing because they "are recording devices." A ruling from the county solicitor rectified the situation, however.

Ad complaint service established by paper

The Union-Tribune Publishing Co. of San Diego, California, has announced the start of an experimental "consumer/advertising relations desk" for *San Diego Union* and *Evening Tribune* readers and advertisers.

Announced at the conclusion of the publisher's morning-long San Diego conference for over 540 advertiser participants from Southern California and Arizona, the service was described as a publisher's "listening post" to hear from the newspaper's readers who have responded to an advertisement in the *Union* or *Evening Tribune* and believe it to be deliberately misleading.

The newspapers' advertising director, Richard Tullar, elaborated upon the goals of the service. He stated, "it's a great tribute to the thousands of ethical advertisers in these newspapers, that only a small number of all advertisements are ever the subject of a complaint."

"Our experience has been that a majority of these complaints stem from either a communications breakdown, simple misunderstandings, or an honest human error. Our consumer/advertiser desk will act in a liaison capacity to clear the air on these situations, to the satisfaction of both reader and advertiser."

"On the other hand, if we find reason to believe an advertisement is misleading, deliberate or not, we will undertake whatever action we believe is appropriate to that situation."

"It is our intention", Tullar said, "to continue our long support of the Better Business Bureau and its wide range of activity in business self-regulation. Because our consumer/advertiser relations desk will address itself only to specific advertisements in the *Union-Tribune*, we

consider the desk will augment, and replace, what the BBB is doing in San Diego."

"We have described the program to the BBB, to the local offices of the attorney general, the district and city attorneys. These agencies have indicated to us that the concept sounds positive and should be productive," he said.

An ad describing the service appears at least once in each issue of the *Union* and *Tribune*, guiding the reader on the steps to be taken in reporting an experience with an allegedly misleading advertisement. The experimental desk operation will be run for a minimum of three months.

WSU J-school gets unrestricted ABC grant

The American Broadcasting Companies, Inc., in association with Detroit's Station WXYZ, have presented \$2,500 to the Wayne State University Journalism Department. Elton H. Rule, president of ABC, described the gift as "an unrestricted grant to the Department of Journalism at Wayne State University in the furtherance of its academic activities."

The grant represents the second major gift to the department in six months. A \$63,000 scholarship fund from the George M. and Mabel H. Slocum Foundation was announced last September.

ComCorp buys shopper

ComCorp, Cleveland-based newspaper publisher, has acquired for cash the *Polk Shopping News*, a tabloid paper with 43,000 circulation serving Lakeland and Polk County in Florida, which was started 20 years ago by Allan Signer and his wife. Signer will remain with the publication.

Past Week's Range of Stock Prices

NEWSPAPERS

American Financial Corp. (OTC)	3/28	4/4
Booth Newspapers (OTC)	14 1/2	14 1/2
Capital Cities Bdcsg. (NYSE)	21 3/4	22
Com Corp. (OTC)	49 1/2	48 1/2
Cowles Comm (NYSE)	5 1/4	5 1/4
Dow Jones (OTC)	7 1/4	7 1/4
Downe Comm (OTC)	34 1/2	34 1/2
Gannett (NYSE)	3 1/2	3 1/2
Harte Hanks (NYSE)	42 1/2	41 1/2
Jefferson-Pilot (NYSE)	19 1/2	19 1/2
Knight (NYSE)	68	65 1/2
Lee Enterprises (AMEX)	51	50 1/2
Media General (AMEX)	18 1/4	17 1/2
Multimedia (OTC)	38	37 1/2
New York Times (AMEX)	25 1/2	23 1/2
Panax (OTC)	12 1/2	14
Post Corp. (WISC.) (OTC)	6 1/2	6 1/2
Quebecor (AMEX)	13 1/2	15
Ridder Publications (NYSE)	16 1/2	17 1/2
Southam Press (CE)	23 1/2	22 1/2
Spindel (OTC)	31 1/2	31 1/2
Thomson Newspapers (CE)	15 1/2	15 1/2
Time Inc. (NYSE)	14 1/2	14 1/2
Times Mirror (NYSE)	41 1/2	40 1/2
Toronto Star (CE)	19 1/2	20 1/2
Washington Post (AMEX)	23	23
	25	24 1/2

SUPPLIERS

Abitibi (CE)	11 1/4	11 1/4
Addressograph Multi. (NYSE)	20 1/4	20
Alden Electronics (OTC)	1	1
Altair (OTC)	4 1/4	4 1/4
Ball Corp. (OTC)	15 1/4	15 1/4
B. C. Forest (CE)	34 1/2	35 1/2
Berkley Photo (NYSE)	12 1/2	12 1/2
Boise Cascade (NYSE)	9 1/4	9 1/4
Compugraphic (AMEX)	25 1/4	25
Compuscan (OTC)	7 1/4	7 1/4
Crown Zellerbach (NYSE)	24 1/4	23 1/4
Cutler-Hammer (NYSE)	36 1/4	35
Dayco (NYSE)	17 1/4	17 1/4
Digital Equipment (NYSE)	76 1/4	80 1/4
Domtar (AMEX)	20 1/4	20
Dow Chemical (NYSE)	102 1/4	101 1/4
Dymo (NYSE)	19 1/4	19 1/4
ECRM (OTC)	11	9 1/4
Eastman Kodak (NYSE)	139 1/4	134 1/4
Ehrenreich Photo (AMEX)	12 1/4	12 1/4
Elfra (NYSE)	31 1/4	31
General Electric (NYSE)	64 1/4	62 1/4
Georgia Pacific (NYSE)	33	32 1/4
Grace, W. R. (NYSE)	24 1/4	23 1/4
Great Lakes Paper (CE)	22 1/4	22 1/4
Great No. Nekosha (NYSE)	45	44 1/4
Harris Intertype (NYSE)	36 1/4	35
Inmont (NYSE)	8 1/4	9
International Paper (NYSE)	36 1/4	37 1/4
Itek Corp. (NYSE)	38 1/4	35 1/4
Kimberly Clark (NYSE)	39 1/4	39 1/4
LogEtronics (OTC)	4 1/4	4 1/4
MacMillan, Bloedel (CE)	31 1/4	30 1/4
Milgo Electronics (AMEX)	22 1/4	21
Millmaster Onyx (AMEX)	10 1/4	10 1/4
Minnesota Min. & Mfg. (NYSE)	84 1/4	82 1/4
*Photon (OTC)		
Richardson (NYSE)	13 1/4	13 1/4
Rockwell Intl. (NYSE)	23 1/2	24 1/2
Singer (NYSE)	57	56 1/2
Southland Paper (OTC)	15 1/4	14 1/4
Southwest Forest Ind. (NYSE)	10	9 1/4
Sun Chemical (NYSE)	22 1/4	23
Wheelabrator-Frye (NYSE)	17 1/4	15 1/2
White Consolidated (NYSE)	16	15 1/2
Wood Industries (AMEX)	16 1/4	16 1/4

ADVERTISING AGENCIES

Doremus (OTC)	8	7 1/4
Doyle, Dane Bernbach (OTC)	13 1/4	14
Foot, Cone, Belding (NYSE)	9 1/2	10
Frank, Clinton E. (OTC)	8 1/2	8 1/2
Grey Advertising (OTC)	11 1/4	12 1/4
Interpublic Group (NYSE)	19 1/4	20 1/4
Needham, Harper & Steers (OTC)	19 1/4	18 1/4
Ogilvy, Mather (OTC)	27 1/4	25 1/4
PKL Co. (OTC)	15 1/4	15 1/4
J. W. Thompson (NYSE)	16 1/4	16
Tracy-Locke (OTC)	5 1/4	5
Wells Rich Greene (NYSE)	14 1/4	13 1/4

*Trading suspended 3/26 for 10 days, ending April 5.



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Tacoma tv station sold to comply with FCC rule

The Tribune Publishing Co. of Tacoma, Washington has agreed to sell KTNT-TV to WKY-TV Systems Inc., a subsidiary of the Oklahoma Publishing Co. The sale price is said to be in the \$4-\$5 million range.

The sale, subject to approval by the FCC, was prompted by an FCC regulation limiting cross-ownership of newspapers.

ews shield danger een in consumer bill

An information-gathering clause in the state's consumer protection agency bill might "pierce the newsmen's shield," a spokesman for the National Association of Manufacturers has warned.

Richard Godown, NAM general counsel, said S.707 might grant authority which would permit confidential information to be extracted from newsmen.

S.707, introduced by Sen. Abraham Ribicoff (D.-Conn.), would establish an independent Consumer Protection Agency. The clause Godown cited would authorize the agency administrator to require "any person engaged in a trade, business, or industry which substantially affects interstate commerce and whose activities he determines may substantially affect an important interest of consumers" to file in writing and under oath, answers to specific questions. Such requests will be enforced by U.S. District courts.

Godown said that in Senate committee hearings on the bill, various witnesses testified the language of this section could be used to force newsmen to give privileged information.

However, the same clause also states: "Nothing in this paragraph shall be construed to authorize the inspection or copying of documents, papers, books, or records, or to compel the attendance of any person. Nor shall anything in this subsection require the disclosure of information which would violate any relationship privileged according to law."

NAM opposes the entire Senate bill.

vasion of privacy uit filed by family

The *Columbia Missourian* has been sued for \$9,750 by a family that charges that the newspaper invaded the privacy of their son and damaged their reputations by printing a picture of the boy as part of an article entitled, "Big Brothers Prove Somebody Cares," in the January 27 issue.

The plaintiffs charge in the petition that printing the picture with the article inferred that their boy is one of "culturally and economically deprived children who have been labeled mentally retarded."

The petition, filed March 27, also charges that the article infers that their son is lacking in cultural enrichment, needing companionship, lacking love. No date for the hearing has been set.

lawyers cite newsmen

The 1973 California Trial Lawyers Association Media awards were won by Alexander Auerbach, consumer affairs editor for the *Los Angeles Times*; Earl Waters, syndicated columnist; and the *Overseas Press-Enterprise*.

Auerbach was cited for best reporting on consumer affairs, Waters for best commentary on legal and legislative matters and the Press-Enterprise for best editorials on legal and legislative matters.

Oregon's House votes for newsmen's shield

A shield bill, prepared by the Governor's legal staff, passed the Oregon House on April 2 by a 49 to 11 vote.

The bill, which still must be signed by Governor McCall, will exempt newsmen from disclosing their confidential sources. The bill contains no qualifications on the exemption.

Papers share planners award

The *Honolulu Advertiser*, the *Milwaukee Journal* and *Chicago Today* will share the 1973 American Society of Planning Officials journalism award. The award is for "public service rendered in the advancement of city and regional planning through outstanding journalism."

The Milwaukee Journal and urban affairs writers Gary C. Rummler, Chris Lecos, James Parks, Michael J. Kirkhorn and Paul G. Hayes were cited for their comprehensive series on public housing, Model Cities and reclaiming a local river.

The Honolulu Advertiser and environment writer Harold Hostetler were cited for bringing "home to the readers an excellent grasp of the politics, inner workings and impact of planning on their lives" though Hostetler's daily articles and the Advertiser's editorials.

Chicago Today received its first place award for a series on a proposed cross-town expressway by Michael Hirsley and another series on the growing urban and planning problems of Chicago's suburbs by Wesley Hartzell and Fred Orehek.

Special mention was given to the following newspapers: the *Providence Journal*, the *Louisville Times*, the *Vieux Carre* (La.) *Courier*, and the *Seattle Times*.

Thomas L. Stokes prize is won by Bob Poole

Bob Poole, a special assignment reporter for the *Winston-Salem* (N.C.) *Twin City Sentinel* won the 1972 Thomas L. Stokes Award and was presented with a citation and a \$1000 check at a luncheon in Winston-Salem April 2.

Poole was honored for a series of articles on environmental hazards to rivers and streams from channelization projects. He spent six weeks gathering materials for the series which was presented with text, pictures, diagrams and sidebars.

The Stokes Award was established in 1959 to honor the memory of the late Thomas L. Stokes, syndicated columnist whose writings dealt chiefly with natural resource subjects. It is administered by the Washington Journalism Center and The Thomas L. Stokes Award Advisory Committee consisting of Julius Frandsen, Marquis Childs, Alex Radin, Ellis T. Baker, Ferdinand Kuhn, Nelson Poynter, William S. Roberts, J. R. Wiggins and Marvin Zeldin.

Flood stricken Missouri paper delivers by boat

Plagued by flood conditions which inundated many arterial highways and shut off one circulation area, the *Alton* (Mo.) *Telegraph* this week dispatched some of its edition by flat-bottom, outboard motor-boats.

As Mississippi River currents picked up speed and floating debris became a hazard, motor route drivers for the Telegraph arranged with private citizens to deliver 300 papers by boat to Grafton, 18 miles northwest of Alton.

Fred Norton, circulation manager of the Telegraph, said it was impossible to get papers to West Alton, where Coast Guard and volunteer rescue teams from Alton and Wood River, Ill. ferried marooned residents to unaffected areas. Two hundred homes were flooded in West Alton, many up to their eaves.

Grafton, at the confluence of the Mississippi and the Illinois River, also was hard hit. The water level there had reached 29 feet by April 3, surpassing a 1943 record. Guardsmen and rescue teams evacuated more than 65 families.

Some stayed near their homes to guard property and valuables and it was these that the Telegraph reached by boat.

In some lightly flooded areas, carrier boys and their parents delivered Tuesday's papers, some by boat. Deliveries were planned to continue throughout the week as the flood waters receded slowly.

No damage to the Telegraph plant was reported. It is situated on a bluff in hilly Alton.

Charles A. Corcoran, managing editor of the *Hannibal* (Mo.) *Courier-Post* said there was no flood danger to the newspaper plant, although it is a block away from flooded streets. Here, too, the flood was receding.

With some highways north and south of the community closed, motor route drivers managed to skirt them and make deliveries.

Corcoran said the Courier-Post drivers are accustomed to seasonal flooding and manage to get bundles distributed despite difficulties.

Ohio U. photographer wins top Hearst prize

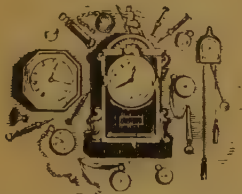
Charles Nye, Ohio University junior, was named top national collegiate photographer in the William Randolph Hearst Foundation's photojournalism championship competition.

The 21-year-old photographer was awarded a \$1,000 scholarship and his college of communication a matching grant, as a part of the \$63,550 Journalism Awards Program of the Foundation.

During his college career, Nye, whose home is in Dayton, Ohio, has been a campus stringer for United Press International Newspictures. He has also been assistant photo editor and photo editor for the *Ohio University Post*, his campus newspaper, a photographer for the *Athens* yearbook, and a contributor to *Athens* magazine.

FEATURES AVAILABLE

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

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401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

1 UNIT COMMUNITY, folder with quarter fold. Excellent condition, available now. Call (405) 524-7774.

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

10 UNITS SCOTT LETTERPRESS, 22 1/2" cutoff, double width, 6 color cylinders, 2 Imperial 3 to 2 Folders, complete with all stereotype equipment. Can be seen on production.
UNIVERSAL PRINTING
EQUIPMENT CO., INC.
Lyndhurst, New Jersey

MACHINERY & SUPPLIES

PRESSES & MACHINERY

FOR SALE: MARK 1 HEADLINER, 6 units, 22 1/2" cutoff, 1 color half deck, 3 units reversible, reels, no pasters, automatic pasters can be added. Saddles for Letterflex are available. Press available October 1973.

HOE COLOR CONVERTIBLE, 4 units, 1951, 22 1/2" cutoff, end fed roll stands. Also complete stereotype equipment. Available immediately.

We have moved to
new premises:

TENAKILL ASSOCIATES INC.

135 Lawrence St.
Hackensack, N.J. 07602
(201) 487-7717

KING PRESS OWNERS!

Production King flying tucker blade 2 to 1 folder. Will pull 8 webs easily at speeds of 25,000 or higher, 2 years old and in excellent condition, like new. Priced considerably under market value. Offset Newspaper Equipment, P.O. Box 226, Norcross, Ga. 30071. (404) 448-6550.

3 UNIT GOSS COMMUNITY offset press and MGD duplicator. \$11,000 down, take over payments and all moving costs (Florida). Box 477, Laurel Springs, N.J. 08021.

WANTED TO BUY

2 NEWSPAPER MAILROOM Conveyor Curves to tie into Jampoll straight line conveyor. Rapistan, Cutler-Hammer, or any other acceptable. Call Bill Owen at the Fayetteville Observer. (919) 485-2121.

FULL WIDTH NEWSPAPER LETTERPRESS REELS AND PASTERS CALL COLLECT (212) 629-2900.

WANT USED Fairchild 430 Electro Set, 6-level tape puncher. Amherst Record, Box 7, Amherst, Mass. 01002.

LATE STYLE COMET Linotype with star quadder, TTS and Shaftstall detector. Call W. F. Hawkins, (816) 221-9060.

NEWSPAPER SERVICES

LIBRARY SERVICES

EDITORS: No clipping file? Or one that doesn't work? You need INDEXING—a new service for weekly, multi-weekly and daily papers under 20,000. Minimum rates per week: from \$5 for weeklies to \$25 for 7-day-a-week publications.

NEWSPAPER LIBRARY SERVICES
Box 938 Hemet, Calif. 92343

PRESS ENGINEERS

Newspaper Press Installations
MOVING—REPAIRING—TRUCKING
Expert Service—World Wide
SKIDMORE AND MASON, INC.
1 Sherman Avenue
Jersey City, N.J.—07307
(201) 659-6888

INSTALLATIONS & MOVING

Special equipment, designed or built. Equipment available for sale.

Paul F. Bird
P.O. Box 1027
Sanford, Fla. 32771
(305) 668-5034

PRESS TIME AVAILABLE

PRESS TIME AVAILABLE on Goss Community Wednesdays and Thursdays, capable of printing 24 page standard or 48 page tabs. Contact Ron Moissinac, (201) 349-9090, Reporter Newspapers, Toms River, N.J. 08753.

HELP WANTED

ADMINISTRATIVE

MANAGEMENT PERSONNEL

PRODUCTION MANAGER \$15-20,000
For medium sized newspaper in area 5. Report to business manager in this union shop and supervise 75 people. Background in cold type necessary.

PRODUCTION SUPERVISOR \$16-19,000
For weekly newspaper located in area 4. Supervise fifty people and must have background in computer typesetting. Company also has large commercial operation.

ASSISTANT COMPOSING ROOM SUPERINTENDENT \$14-18,000
For large daily newspaper located in area 2. Heavy background in photo-composition necessary.

ASSISTANT COMPOSING ROOM MANAGER \$14-17,000
For large daily newspaper located in area 4. Candidate must have cold type background and capability to move to manager's position in relatively short time.

PRESSROOM SUPERINTENDENT \$14-17,000
For medium sized daily newspaper located in area 5. Experience with cold type plates highly desirable.

PRESSROOM FOREMAN \$13-15,000
For smaller daily newspaper located in area 2. Must be experienced offset foreman.

PROMOTION MANAGER \$17-20,000
For daily newspaper located in Midwest. Report to ad director and should have promotion experience with medium or large newspaper.

CLASSIFIED AD MANAGER \$16-20,000
For large daily newspaper located on East Coast. Report to ad director and supervise staff of 20. Must have experience in competitive marketplace.

AD MANAGER \$15-20,000
For medium daily newspaper located in area 2. Prefer candidate with strong background in retail advertising.

CLASSIFIED AD MANAGER \$15-18,000
For weekly newspaper located in area 5. Company has excellent growth record, increasing classified lineage ten times in past few years. Must be proven manager and superior organizer.

AD DIRECTOR \$15-18,000
For medium sized daily newspaper located in area 5. Report to publisher and supervise staff of 25. Should have experience in all facets of advertising with good growth potential.

AD DIRECTOR \$10-14,000
For small daily newspaper located in area 2. Report to publisher and supervise staff of ten. Growth potential excellent with short term possibility of general management.

PROGRAMMERS \$14-18,000
Capital equipment manufacturer located on East Coast. Must have experience with assembly language and background in phototypesetting applications.

ASSISTANT TO GENERAL MANAGER \$25-30,000
For large daily newspaper located on the West Coast. Will be involved in all facets of operation. Good growth potential into general management.

VICE PRESIDENT OPERATIONS \$20-30,000
For company located in Midwest with strong record of growth and profitability. Should have strong background in sales and finance. Report to president/owner and function as chief executive officer in his absence.

All Positions Fee Paid

Patrick J. Quinn, Jr.
GORDON WAHLS CO.

Executive Search Consultants

33 West Second Street
Media, Pennsylvania 19063
(215) 565-0800

HELP WANTED

ACADEMIC

POSITION OPEN for Chairman of Department of Journalism at Marshall University, Huntington, West Virginia. Candidate for Chairman should have PhD in Journalism or Mass Communications with journalism emphasis and must have college teaching and professional journalism experience. Previous administrative experience is desirable. Position effective Summer of Fall 1973. Forward credentials and vitae to Chairman, Search Committee, Department of Journalism, Marshall University, Huntington, W. Va. 25701.

PROFESSIONAL EXPERIENCE important for possible fall opening to teach basic news skills, press law theory, advise student publications. Assistant professor level. Resume, placement file, other material to: Journalism Program, WWSC English Dept., Bellingham, Wash. 98225. An Equal Opportunity Employer.

PHOTOGRAPHER with Master's degree and professional experience to teach photojournalism and film at an Eastern university. Please send resume to Box 644, Editor & Publisher.

ADMINISTRATIVE

BE YOUR OWN BOSS!
\$10,000 Down

Looking for responsible advertising pros and editors who are capable of managing and becoming one of our associate publishers. Associate publisher: are responsible for a circulation area of from 40 to 80,000. New Sunday publication starting Chicago. Write Box 430, Editor & Publisher.

EDITORIAL AND ADMINISTRATIVE Organizing management of major new daily newspaper planned for 1975 publication invites inquiries from senior executives in circulation, advertising and editorial. Location: booming Northeastern suburban county. All inquiries held in total confidence. Salary open. Box 645, Editor & Publisher.

CIRCULATION

CIRCULATION MANAGER for 6,000 ABC daily. Working supervisor to keep long established modern offset daily growing. Background in training carriers and motor route drivers. Contact Ned Cochrane, Clarion, 112 S. Main St., Princeton, Ind. Phone (812) 385-2525.

CIRCULATION MANAGER for blue ribbon Oklahoma paper. Top opportunity for aggressive person. Good pay. Donn Dodd, (918) 341-1101.

MANAGER

Expanding newspaper in growing Midwest market needs knowledgeable and aggressive Circulation Manager. This highly competitive market has great opportunities for growth and advancement. If you have the experience, skill and maturity to join a great newspaper team, then tell us all in your first letter. Only a person with a strong desire to succeed need apply. Box 608, Editor & Publisher.

CIRCULATION MANAGER for progressive Area 9 daily. Experience drive, solid promotional ideas needed for growth in a hotly competitive market. Salary \$10-13,000. Fringe benefits. Box 636, Editor & Publisher.

MOVE AHEAD with a mid-sized New England daily. Have you at least 2 years of district manager successful experience with youngsters and promotion? If you are an energetic self starter who can follow through on your own, here's an unusual slow where you can participate in all phases of circulation. Attractive salary and benefits. Send resume to Box 639, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER—Experienced, aggressive for a 60,000 growing daily in Southeastern Michigan metro area. Must be thoroughly knowledgeable all phases of a daily metro. Union posture helpful. Box 563, Editor & Publisher.

CIRCULATION MANAGER

Midwest media group needs aggressive manager who can build circulation in high potential area. Excellent opportunity for future corporate advancement. Contact Roger Matz, The Sentinel, Fairmont, Minn. Call (507) 235-3303.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER to fill spot created by retirement. Great growth potential. 86,000 daily. Seek sales oriented person with experience to train and motivate 19 man staff. Excellent opportunity for aggressive Manager to join a group newspaper. Unlimited advancement opportunities. Salary, bonus, hospitalization and retirement. Send resume to Bryce S. Cockerham, Advertising Director, P.O. Box 2091, Marillo, Tex. 79166.

COMPOSING ROOM

COMPOSING ROOM FOREMAN—Large West Coast daily and Sunday newspaper is looking for a top flight foreman with proven leadership ability. Must be knowledgeable in a computerized cold type operation and fully understand operation of an ITU composing room. A challenging opportunity with good salary and fringe benefits. Replies should include full details as to education, experience, earnings, etc. Box 633, Editor & Publisher.

An Equal Opportunity Employer

DISPLAY ADVERTISING

DISPLAY AD MAN capable of making layouts, selling, planning and staging promotions. Will be ready to take over ad department when Ad Manager retires in near future. Send resume to Glenn Sedam, P.O. Box 1551, Bay City, Texas 77414.

DISPLAY ADVERTISING MANAGER for progressive Zone 8 daily in expanding market showing above average gains. Youth is no drawback for a right organizer with ability to motivate aggressive continually expanding sales staff. Excellent salary plus bonus and good company benefits. Management background required. Send resume including recent photo and salary requirements to box 524, Editor & Publisher.

NEED ENERGETIC self-starting display salesman with layout ability for 0,500 afternoon daily in the heart of New England's smogless North Country. Good pay, fringes. Going offset in new plant this year. Write full particulars: Advertising Manager Terri Dudley, Valley News, Lebanon, N.H. 03766.

ADVERTISING DIRECTOR wanted for 0,000 plus daily in Zone 5. Energetic, aggressive Salesman with at least 2 years of newspaper Sales experience and roots in the Midwest should apply. We are a young, growing newspaper chain; and youth is our biggest asset. We promote based on performance, not years with company. Salary of \$20,000, plus incentive, plus bonus, plus full benefits. Call Jerry Jackson at (312) 93-6172.

ASSISTANT ADVERTISING MANAGER for staff of 8 on 15,000 offset daily. Must be self-starter, able to direct staff in all phases of sales and promotion. Excellent fringe benefits. Good working conditions. Write R. Withington, Hawaii Tribune-Herald, Box 767, Hilo, Hawaii 96720.

EDITOR & PUBLISHER for April 7, 1973

HELP WANTED

DISPLAY ADVERTISING

ADVERTISING MANAGER and assistant to publisher. Must be aggressive in sales with proven track record. Strong in promotion, ideas, layout. Fast growing, top weekly. Outdoor recreation abounds. In beautiful Arizona. Write fully, include pic, salary needs. Box 614, Editor & Publisher.

ADVERTISING MANAGER

Youthful Colorado daily needs dynamic leadership for position starting June 1, 1973. You will supervise all ad departments, prepare sales aids, promotion, etc, contact key accounts and set policy. Youthful person with some newspaper selling experience preferred to work with young staff. Start \$500 month plus benefits with automatic increases. Maximum salary unlimited if you help us grow. 16,000 circulation. Send resume to The Colorado Daily, P.O. Box 1719, Boulder, Colo. 80302.

WE NEED A LEADER for award-winning display advertising department at the La Jolla Light-Journal, prestigious weekly in lovely coastal community. You'll be responsible for boosting sales, directing and inspiring an able young staff, client relations and administration. We seek a diplomatic, driving, creative person who can break lineage records and continue to win creative awards. Possible future advancement with national newspaper group. Resume, salary history, summary of why you think you can do the job to: "Display Advertising Manager," c/o The Publisher, Light-Journal, La Jolla, California 92037.

BURGEONING SUBURBAN CHAIN needs top flight advertising director. Complete charge of Display and Classified departments. Report directly to publisher. Salary and bonus. Take charge administrator only. Box 620, Editor & Publisher.

WE'VE CREATED A NEW POSITION. Now we need a bright person to fill it. Take over complete operation of our sales end. This is an established winner in the outdoor recreation field that has outgrown its present staff. Position includes sales at top level and management. Growth potential is tremendous. Project has been put together by a prestigious upper Midwest daily. Box 641, Editor & Publisher.

EDITORIAL

EDITOR

Media group needs aggressive editor to build small Midwest daily into product desired by readers and advertisers—against strong competition. Tell all to Box 587, Editor & Publisher. All replies confidential.

REPORTER with editorial ambitions. Zone 2, 30,000 weekly. Box 475, Editor & Publisher.

EDITOR

Creative, energetic, aggressive. Solid background and/or degree in business or economics. Desk experience. Strong writer. Able to deal with community leaders in business and politics. 5-day daily business publication ready to grow with the right person. South Florida. Resumes to Box 607, Editor & Publisher.

ENERGETIC, dynamic, aggressive deskman with managing editor potential needed for growing Georgia suburban daily. Must have extensive reporting experience, makeup experience, and administrative ability to direct news staff of 8 and 3-man photo team. Local news philosophy and orientation essential. Sharp editing capabilities also necessary. Applicants must be mature, settled, industrious. No job hoppers need apply. Salary \$11,500 to \$14,500 depending on experience, ability. Box 555, Editor & Publisher.

HELP WANTED

EDITORIAL

GENERAL ASSIGNMENT REPORTER wanted. Contact: James Tucker, Managing Editor, Martinsville Bulletin, Martinsville, Va. 24112.

DESKMAN

In a rut on the beat? If you have realistic news background, move up to valuable desk experience with Chart Area 5 evening daily, 34,000 circulation. Involved in copyreading, head writing, participation in news decisions, picture selection, makeup, working with competent staff. Excellent starting salary, outstanding extras, secure future. Tell about self to Box 603, Editor & Publisher.

WOMEN'S EDITOR—Needed for PM daily of 27,000 circulation stressing local, family-oriented news. If your stories are bright and interesting and your layout matches in quality, send resume and clips to John Hammack, Managing Editor, Sandusky Register, 314 W. Market St., Sandusky, Ohio 44870.

TO REPORTERS ONLY

Are you a reporter for a small daily or weekly with clips showing you're ready to move up? High class 33M evening daily in Chart Area 5, exceptionally modern in standards, outlook, makeup, surroundings, equipment, has opportunity for you. Generous starting salary, merit raises, liberal extras, congenial professional associates, top working conditions. We want alert, ambitious hustler who likes to cover variety of general news and features. Box 584, Editor & Publisher.

SOCIETY EDITOR—Experienced, strong on local, fast accurate copy, good layout, congenial. Ideal locale: expanding operation. Contact Thomas Hayer, Editor, Naples Daily News, Naples, Fla. 33940. (813) 649-3161.

NATIONWIDE GROUP. Opportunities, all phases of newsroom operations. Send resume, references. Box 511, Editor & Publisher.

JOB WITH A CHALLENGE

If you are aggressive, filled with ideas, work well with others and have sound judgment, we may have a place for you on our newsroom management team. City editor, associate news editor positions open. Good pay. Person preferred with some management experience. Send complete resume that will sell us. Illinois daily, 50,000 circulation. Box 634, Editor & Publisher.

SPORTS WRITER, DESKMAN

Zone 1 Daily and Sunday needs a mature, experienced person for 4-men sports department. Send resume and salary requirements to Box 526, Editor & Publisher.

EDITOR—Must be capable deskman, responsible for writing 500 inches of copy weekly, mostly canned, and for development of original material. If you can handle all this and build your own staff, call collect. (201) 696-3009, ext. 40.

GROUP WIRE EDITOR

Select and edit national and international news and sports copy from several national wire services and the Lindsay-Schaub news wire. This material, along with copy from our state legislative correspondents, is filed to newspapers in our group.

We're looking for stability and several years wire editing experience. Excellent salary and benefits. Send resume to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

HELP WANTED

EDITORIAL

WOMEN'S EDITOR for a 15,000 7-day offset daily in San Francisco Bay area. Editing experience necessary. "Life Style" pages heavy on features, weak on weddings. Editor Linn Brown, The Argus, P.O. Box 667, Fremont, Calif. 94536.

COPY EDITOR—Unusual opportunity for skilled journalist on nation's leading Black business magazine. Convenient Mid-Manhattan location. Salary negotiable. Resumes will be held in confidence. Mail to Black Enterprise, Personnel Dept., 295 Madison Ave., New York, N. Y. 10017.

SOUTH FLORIDA

Expansion at Gore Newspapers Co. has created openings for reporters and copy editors. Minimum 2 years newspaper experience. Resume and salary requirements to Managing Editor, Ft. Lauderdale News (PM) or Managing Editor, Sun-Sentinel (AM), P.O. Box 131, Ft. Lauderdale, Fla. 33302.

EDITOR/MANAGER—33,000 circulation diocesan Catholic offset weekly. Head editorial, advertising departments. Pay equal to experience, drive, creativity. Complete details to: The Spirit, Box 909, Green Bay, Wis. 54305.

SPORTS EDITOR—Medium sized daily with unusual concentration of colleges and high schools in circulation area desires sports editor for building department, enthusiastic coverage and writing occasional column. Zone 4. Apply to Box 463, Editor & Publisher.

EDITOR

CHIEF EDITOR

National magazine in the health care field needs an experienced editor with management experience. Must have worked as an editorial manager, and must be a clear thinker. Job requires lots of ideas, drive, and meticulous execution. Our standards are high. Excellent salary and fringe benefits.

Box 619,
Editor & Publisher

REPORTER with some accounting, business background, to write and edit in publication department of large New York firm. Work on newsletter, magazine, booklets. Assist technicians develop outlines into finished articles. Patience, tact required. Box 492, Editor & Publisher.

CONSERVATIVE metropolitan daily in Midwest seeks all-around editorial writer with specialization in national affairs. Familiarity with the Washington scene, especially Congress, as important as previous newspaper experience. Solid background in history and politics also useful. Job also involves opportunities in copy editing and page makeup. Box 383, Editor & Publisher.

SPORTS EDITOR

Daily, 50,000 circulation, seeks hard working sports editor with a variety of experience. Strong on local sports, knowledge of layout, must know how to handle people. Zone 5. Resume, clippings. Box 640, Editor & Publisher.

EDITOR OPENING. The Michigan United Conservation Clubs, a statewide non-profit conservation corporation, seeks editor for its official publication "Michigan Out-of-Doors." You'll be responsible for management of the editorial and coordination of advertising and circulation departments. Applicants must have a degree in journalism or a natural resource background, and working experience on a magazine. Salary negotiable. Write: Paul Leach, Executive Director, Michigan United Conservation Clubs, P.O. Box 2235, Lansing, Mich. 48911.

HELP WANTED**EDITORIAL**

\$13,000 PLUS for combination writer-deskman on Zone 2 daily. Box 629, Editor & Publisher.

STATE EDITOR

Wanted: Man or woman with journalism background to take over state editorship of progressive Midwestern afternoon daily. Position entails supervision of 45 stringers, copy reading, head writing, origination of feature material, makeup of state page and development of correspondent service. Excellent opportunity, top working conditions, extra benefits, generous salary. Write Box 600, Editor & Publisher, giving details of qualifications. Personal interview essential.

WOMEN'S EDITOR to head Family Living and Social News department in fast growing newspaper close to Boston. Must have 4-5 years experience, ability to prepare attractive layouts and supervise small staff. Starting salary \$12,000 per year. Send resume to Box 617, Editor & Publisher.

EXPERIENCED REPORTER

Position open (no new grads need apply) to the very few who have done it all and done it well, who can show solid clips. References to back up applications to Tucson Daily Citizen, a 60,000 PM. Address: Dale Walton, Managing Editor, Box 5027, Tucson, Arizona 85703.

OPPORTUNITY TO TRAVEL in Alberta this summer for journalism student or beginner reporter, male or female. Salary, travel expenses and late model car provided. Write T. W. Pue, Sun Colorpress, 10026 109 St., Edmonton, Alberta, Canada.

WOMEN'S EDITOR

Bright offset PM in an exciting town looking for an editor to build department of 4, that will up-play news and service, down-play society. Paper's a prize winner that emphasizes photos and color. Chart Area 4, Box 610, Editor & Publisher.

ASSOCIATE EDITOR agricultural publication, general editorial desk, reporting, rewrites, interviews, writing features, photography, travel Kansas, Colorado, Nebraska, Oklahoma, Texas. Ray Pierce, Editor, High Plains Journal, Box 760, Dodge City, Kansas 67801. Phone (316) 227-7171.

WRITER/PHOTOGRAPHERS located in commercial fishing and work boat centers for continuing contributions plus special assignments for trade journals in fields mentioned (do not cover pleasure boating or merchant marine). Photos must be above amateur level. Send qualifications to Mr. Sarratt, P.O. Box 52288, New Orleans, La. 70152.

COPY EDITOR

Expanding 40,000 PM daily-Sunday seeks copy editor who can write incisive headlines and appreciates eye-catching art and attractive layouts. Our award-winning offset paper, located in a dynamic Zone 4 university city, is staffed with bright, industrious people. To join us, write Box 616, Editor & Publisher.

SPORTS EDITOR for progressive sports-minded 17,000 daily in growing suburban community located in zone 2. Space of 3 to 5 pages devoted to sports if handled well. AP sports wire available along with 3 topnotch stringers and a fulltime #2 night man. Need experienced career oriented person to put it all together. Company benefits include hospitalization, major med, bonuses, pension and profit sharing plans.

Send resume and samples of current work on sports pages to Calvin Craig, Editor, North Penn Reporter, P.O. Box 390, Lansdale, Penna. 19446.

HELP WANTED**EDITORIAL**

DESKMAN—Beautiful Sarasota, Florida, has much to offer for year round living. News editor for 5-day afternoon paper. Copy editing, page layout. Please write Personnel Director, Sarasota Journal, Box 1719, Sarasota, Fla. 33578.

TRI-WEEKLY and central printing plant needs 3 experienced reporters. Must have camera ability. Phone (615) 526-7161 and ask for Mrs. Williams.

MAINTENANCE**MAINTENANCE DIRECTOR**

Area 4 large metropolitan newspaper needs qualified maintenance director to be responsible for the repair and maintenance functions of electrical machinery, air conditioning and all building maintenance. Must be knowledgeable in maintaining production equipment including Supermatics, High Speed Goss presses with Fincor drives, Cutler Hammer stackers, Sheridan inserting machines and other miscellaneous shop equipment. Some technical training beyond the high school level including electronics training. Salary \$300 per week plus fringe benefits. Confidential replies to Box 81, Editor & Publisher.

PRESSROOM

OFFSET WEB PRESSMAN to relocate to Florida: camera and stripping experience preferred. Must be reliable. Good salary, benefits and working conditions. Box 348, Editor & Publisher.

PRESSMAN for Goss Urbanite, Zone 2. Send resume to Box 89, Editor & Publisher.

EXPERIENCED PRESSMAN for letterpress suburban morning daily in Zone 5. Excellent future for qualified person. Growth company, liberal salary, fringe benefits. Reply to Box 642, Editor & Publisher, stating qualifications, experience and salary required.

PRODUCTION**PLANT ENGINEER**

The Dallas Morning News has an immediate opening for a Mechanical or Electrical Engineer to be responsible for the plant engineering and maintenance function.

Duties will include the design, selection, lay-out, installation and operation of plant equipment and facilities.

Applicants should have a degree in Mechanical or Electrical Engineering and recent experience in plant engineering and supervision of maintenance.

Good working conditions and employee benefits.

Send resume to: Employee Relations Dept., The Dallas Morning News, Communications Center, Dallas, Texas 75222.

ASSISTANT TO PRODUCTION MANAGER

Challenging opportunity for energetic individual strong in all areas of newspaper production. Heavy emphasis on special projects, systems, new technology, etc. involved in conversion to offset. Computer background a plus. Degree in printing management or industrial engineering preferred.

This is a new position with excellent growth potential for someone who is anxious to become involved in all phases of production management.

Excellent starting salary and complete benefit program. Daily and Sunday operation in Zone 2. Suburban location within easy reach of big city attractions. Send full details including present salary in complete confidence to Box 532, Editor & Publisher.

HELP WANTED**PRODUCTION**

PRODUCTION MANAGER for offset weekly newspaper group in Bergen County, N.J. Must be adept at mark-up, layout, paste-up, all procedures from copy to camera. Have Computergraphic, IBM, varityper equipment. Send resume to Box 630, Editor & Publisher.

PRINTING PUBLICATIONS MANAGER

Publications manager needed for student publications at major Midwestern university. Applicants should have two years experience in cold-type composition and printing. Responsibilities include personnel supervision, production administration and planning and minor maintenance. Salary in \$8-13,000 range, depending on credentials. Apply to Bill Richardson, Board of Publications, 111 Murphy Hall, University of Minnesota, Minneapolis, Minn. 55455.

HELP WANTED**PROMOTION****HEY PRO, WOULDN'T YOU RATHER BE IN NEW ENGLAND?**

Major New England newspaper combination seeks promotion take-charge guy (or gal). Experience a must. Once in a lifetime opportunity for a real go getter! Send resume and present salary to Box 545, Editor & Publisher.

PUBLIC RELATIONS

WANTED, by public relations department of Atlanta-based corporation newswriter, some experience, who can produce broadcast/print copy. Starting salary, \$700. Box 462, Editor & Publisher.

Positions Wanted...**ACADEMIC**

SOME HAVE MORE DEGREES, many have more experience, but few will work harder to teach students journalism than young instructor. Have studied or worked in most media areas. Seek 2-year or 4-year college position anytime in next year. Box 379, Editor & Publisher.

NEWS BUREAU-TEACHING job sought by deep-grounded MA with 15 years experience, newspapers and magazines. Available summer. Prefer Zones 3 and 4, Box 538, Editor & Publisher.

ADMINISTRATIVE**DIRECTOR OF OPERATIONS**
or
General Manager

EXPERIENCED 20 years as publisher-general manager; ad, circulation and production director. Heavy on labor contracts, finance, cost analysis, quality control, equipment, plant methods. Past service on papers to 400,000. Desires relocation. Confidences respected. Box 598, Editor & Publisher.

AD DIRECTOR—Productive management record in Retail, National and Classified; all competitive markets. Additional know-how as sales account executive representing all-size papers on New York agency/advertiser contacts. Available for ANPA interview. Box 615, Editor & Publisher.

ACQUISITION SPECIALIST

15 YEARS EXPERIENCE in group newspaper purchases. Analysis, evaluation, finance, P and L's, market survey and projection, taxes, equipment, real estate. Simultaneous top management covers 25 years, so know what to look for and how to talk. Box 601, Editor & Publisher.

CIRCULATION

HARD CHARGING, innovative, excellent track record. 37, Economics degree, 8 consecutive years of gains with 4 price increases. Experience at top on metro and suburban, on morning, evening and Sunday, non-union and union. Worked for 2 companies in 12 years. Box 566, Editor & Publisher.

CIRCULATION MANAGER—Tops in circulation and revenue building. 20 years experience on large and small newspapers. Available now. Box 539, Editor & Publisher.

COMPOSING ROOM

PHOTON OPERATOR, 5 years experience; cold type markup training. Prefer Zones 7,8, consider all. Box 623, Editor & Publisher.

COMPOSING ROOM

OFFERING OVER 17 years experience in supervisory capacity (composing room foreman to production manager). Desire move to a Southern coastal area. Hot and cold type operation. Will provide resume. Box 593, Editor & Publisher.

DISPLAY ADVERTISING

DEDICATED, dependable, determined 42 year old seasoned pro with 20 years experience in display and national seeks ad manager on medium daily. Prefer Areas 8 or 9. Box 556, Editor & Publisher.

EDITORIAL

NEWS AGENCY EXECUTIVE, 41, now responsible for major agency operation, wants to switch to daily newspaper as managing editor. Box 643, Editor & Publisher.

REPORTER—Feature writer with wire service wants to tackle NYC or California as youth news writer-editor. 7, J-Grad, 22, Box 574, Editor & Publisher.

NATIONAL AWARD-Winning editor with 10 years varied experience on top Eastern daily, including arts, family, page, Sunday magazine, sports, in depth on all news. Seeks demanding responsible post. 34, will travel, Box 570, Editor & Publisher.

YOUNG GRAPHICS SPECIALIST (28) has run news, sports and family desks on major metro. My innovative layout and creative editing can brighten your newspaper. Box 576, Editor & Publisher.

REPORTING or news executive job on aggressive daily, any size, sought by reporter, 35, with MA and 9 years of general assignment, city hall, and political beats for 220M and 55M dailies. Box 527, Editor & Publisher.

I DON'T COME CHEAP—but talent never does. Young editor, experienced all phases daily and weekly, wants to relocate. Prefer Florida or New England. Knack for worthwhile innovations; keen eye for off-beat news, art features. All queries answered promptly. Box 517, Editor & Publisher.

SPORTSWRITER, 25, with 3 year experience for East Coast 100,000 circulation daily seeks position with comparable sized West Coast paper. Experience includes pro baseball, basketball beat, scholastic and collegiate coverage. Box 496, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

EDITORIAL

SPORTS EDITOR with 3 years experience seeking sports writing or editing post on Zone 4 or 9 daily. Energetic and aggressive with experience in sports writing, editing copy, layout, headline writing, broad sports knowledge. Box 502, Editor & Publisher.

THOUGH basic training. Want a shot quality, father's salary. History MA, 2 years New England general assignment, reporter/photographer, news/features. Box 568, Editor & Publisher.

YOUNG EX-MARINE, now aspiring reporter, seeks job on daily or weekly anywhere in U.S. Recent J-Grad. Box 577, Editor & Publisher.

FORMER WIRE SERVICE reporter-kicker with MA in journalism seeks sports writing job with daily in Zones 2 or Virginia. Available after June 1973. Box 597, Editor & Publisher.

ROOM TO GROW with proud organization sought by self-starting proven reporter. Five years experience includes investigative, general assignment, bureau chief. Married, 27, strong principles. Resourceful. Excellent references. Strong credentials. Zones 1, 2 preferred but no limit. Available after June. No immediate openings? Let's talk anyway. Box 569, Editor & Publisher.

VERSATILE VETERAN more than 36 years experience seeks return to Florida or North Carolina PM desk. Healthy, non-drinker. Box 599, Editor & Publisher.

ONES 6, 7, 8 or 9 preferred by newsman, 30, married, J-degree, experienced (8 years) reporter and editor, seeking new job. Box 582, Editor & Publisher.

RECENT JOURNALISM MA, anxious to begin reporting career on daily, weekly in Boston area. 2 summers on newspaper—reporting, photography, editing. Special training, educational writing. Contact Box 562, Editor & Publisher.

EXPERIENCED EDITOR-REPORTER, seeks job editing small newspaper magazine. Background: BA, history, reporter, PM daily. Assistant editor; 15 monthly magazine. Managing editor; alumni quarterly. News editor; hall daily, weekly. Staff writer, columnist, urban weekly newspaper. Currently editor Sunday supplement magazine. Salary: \$9,000-\$10,000. Any area. Box 521, Editor & Publisher.

ITY EDITOR. Concise, local, lively stories are what your readers want and motivate reporters to produce them. Known as an idea man who never stops. Box 560, Editor & Publisher.

AGGRESSIVE, thorough California daily newsmen. Experienced city, sports editor. Degree. West Coast preferred. Box 512, Editor & Publisher.

COPY EDITOR—Slot experience. Versatile, fast, accurate, reliable, hard worker. Box 561, Editor & Publisher.

WARTHMORE GRAD '67 with 2 years on dailies, investigative reporting, education and county beats, craves work. Box 565, Editor & Publisher.

NEED A HARD-DRIVING self-starter who knows how and where to dig for local/state impact news in Nation's capital? Box 578, Editor & Publisher.

INSIDE ON SPORTS DESK is the way is 8 year veteran writer and photographer wants to turn. Sharp on make-up, layout, head writing, rewrite columns. Turn your sports pages over to real pro. Box 569, Editor & Publisher.

EDITORIAL

QUALITY SPORTS EDITORS, photographer on dying daily, seek spots on established Midwest daily. Young, ambitious. Box 605, Editor & Publisher.

NEW JERSEY, 6 years in the central locale covering it all. Also have 2½ years of pro hockey experience. Seek position covering hockey in season and another pro sport during the summer months. Will relocate. Box 577, Editor & Publisher.

AWARD WINNING reporter, 2 years daily experience, seeks challenging position. Top national references, solid clips, fellowship winner. Resume on request. Any Zone. Box 573, Editor & Publisher.

FORMER LIFE CORRESPONDENT, investigative, newsfronts reporter. Random House author, seeks editorial position with a responsible newspaper. I am willing to do what others do. I enjoy work of a dangerous nature. Can provide reviews and full references. Prefer Zones 4, 8 and 9. Box 533, Editor & Publisher.

DULL, INSIPID SPORTS WRITING not my bag. Young man, superb references, seeks sports or news job on Zone 1 or 2 daily. 30 Torlina Ct., Baltimore, Md. 21207.

REPORTER-EDITOR-DESKMAN. J-degree. 9 years experience. Brilliant. Industrious. Steady. Consider any location. Job's the thing. Box 536, Editor & Publisher.

AMBITIOUS Kenyon College BA '73 with weekly and college paper experience. Not afraid to work or learn, want experience more than cash. Zone 9 native, prefer 9, but will go anywhere. Box 542, Editor & Publisher.

YOUNG MARRIED sports editor of small town daily seeks better job. Will consider staff position. Box 519, Editor & Publisher.

THIS JOB'S A DEAD END! Sports reporter experienced in all phases of operation seeks spot on larger staff or small daily sports editorship. Box 613, Editor & Publisher.

BARNARD GRAD, 1½ years newspaper experience, seeks reporter position starting May. Send for resume, clips. Box 12, 1235 Amsterdam Ave., New York, N.Y. 10027.

I'M TIRED of apprentice wages for journeyman quality. 6 years experience. 27 year old family man seeks general assignment position. Relocate anywhere. Available immediately. T. Bruce Tober, 59-F Millside Manor, Delran, N.J. 08075. (609) 461-0879.

SPORTS WRITER, 24, 3 years on 30,000 Southwestern Ohio daily, seeks step up. Broad experience, looking in Zones 4, 5, 6, 9. Box 628, Editor & Publisher.

MAY '73 GRADUATE, single, female, 22, seeks copy editing job. Will receive BA in English May 26. 3.56 average on 4.0 scale. Writing and editing experience at Joliet, Ill. Herald-News. Worked 2 years on college newspaper, 1 on yearbook. Belong to English honor society, Lambda Iota Tau. Learn easily, quickly. Prefer job in Zone 5 but will go elsewhere. Box 638, Editor & Publisher.

GRAPHICS my passion. Looking for paper where typography and makeup are important. Currently working in Boston. Would like job here where I could help trim production time. Complete knowledge of offset and letterpress. Also experienced reporter, copy editor and supervisor. Box 637, Editor & Publisher.

EDITORIAL

HOME ECONOMICS—Journalism grad seeks work with non-profit organization as assistant to family editor. Knowledge of Spanish, Latin America. Box 622, Editor & Publisher.

FILM CRITIC: No cliches; no abstractions. The best you've ever read. Box 624, Editor & Publisher.

TALENTED, YOUNG reporter took year off to return to college for degree. Now eager to get back to work. 4 years experience on metro dailies covering almost everything. Married, 27, some experience with camera and a real work horse. Box 626, Editor & Publisher.

MANAGING EDITOR for small or medium daily. Experienced with metro standards and small city problems. Improve your paper without increasing costs. Age 45, Ohioan, now in Florida but location not as important as the right job. \$15,000 minimum. Chas. Stine, 7169 Blanding, Jacksonville, Fla. (904) 771-5371.

WRITER-PHOTOGRAPHER with ability to research, organize, write and illustrate features presenting in easy-to-understand language. Specialty how-to-do-it or human interest. Expert, experienced photographer with 4 published books on photography which I wrote and illustrated. Will send samples of published work before interview if desired. Available after short notice. Wayne Floyd, Rt. 1, Fayetteville, Tenn.

PROVEN LOYALTY to single employer, newsmen, BA, seasoned in most phases of small daily—especially managing editor, sports, area, wire work—seeks to broaden horizons on small daily, semi-weekly or wire-desk work on larger daily. Box 621, Editor & Publisher.

FREELANCE

REPORTER - FEATURE WRITER available southern California. Know area, places, people. Any subject. Photos too. You request: I produce. H. C. Davis, 3231 15th St., Newport Beach, Calif. 92660.

NEED A BOSTON correspondent? Writer seeks reporting, feature writing assignments. Background: college publicist, business editor. Write Box 635, Editor & Publisher.

SAN FRANCISCO stringer, correspondent. Knows how and where to dig. Background in news, features. Box 564, Editor & Publisher.

FREELANCE

WELL-TRAVELLED freelancer available for (1) travel, (2) sports, (3) general assignments in U.S., Europe. Box 609, Editor & Publisher.

PHOTOGRAPHY

ACCREDITED NEW YORK press photographer desires position in metropolitan area. (212) 474-1194.

MANY ASSETS, few liabilities as news photographer. Prefer mid-sized daily but open. Have quality references on character and capabilities. Box 611, Editor & Publisher.

JUNE GRADUATE, BA in Photography seeks work in photography or photography and writing. School and field experience. Zone 1, 7, 8, 9. Resume: 1987 Yank Ct., Golden, Colo. 80401.

PRODUCTION

11 YEARS manager pressroom (letter) stereotype and mailroom. 2 years composing and engraving experience. 35 years old and ready to go. Present circulation 185,000. Box 575, Editor & Publisher.

I KNOW LETTERPRESS from top to bottom. I would like to know OFFSET from top to bottom. At present I am pressroom superintendent at a paper that has no intentions to change over to offset, with a circulation of 150,000. Box 579, Editor & Publisher.

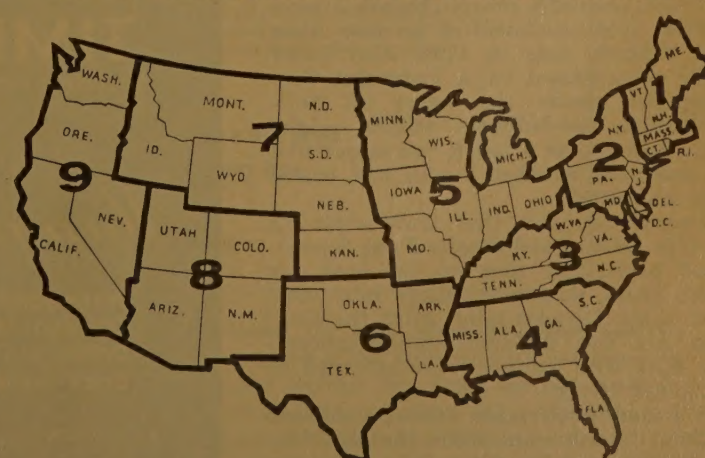
PUBLIC RELATIONS

WRITER / EDITOR / CONSULTANT, management-seasoned in PR, publicity, and promo, seeks new key communications post in Chicago metro area only. Versatility demonstrated by extensive experience in professional journals, in-house and training publications, educational texts, newsletters, ad and direct mail copy, membership development, convention program features, speeches, and scripts. (No brag, just fact.) 37, MA level. Present position too restrictive, lacks new challenge. Box 618, Editor & Publisher.

PUBLIC RELATIONS position sought by capable professional with 13 years experience. Background includes military PIO, daily newspapers, University PR, 8 years as PR director in broadcasting. Strong writer/editor with thorough knowledge of printing. BS English with grad work in journalism. English. Age 36, married, 3 children. Location, salary open. Available June. Box 587, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

Press freedom history

How many times has the press been engaged in serious conflicts with the government or other significant factions of society over the past nearly 300 years since the first newspaper was published in America?

The answer: *about a dozen times*. Following are the most historical incidents as recently summarized by Prof. Harvey Saalberg of Kent State University.

Freedom of the press in America has survived about a dozen crises since Benjamin Harris published his *Publick Occurrences, Both Forreign and Domestick* in 1690. This small-format paper, published in Boston, was suppressed by objecting authorities after one issue because it had ridiculed royalty.

Subsequent newspapers founded between 1704 and 1721 were more cautious and declared themselves "Published by Authority." In 1721, however, James Franklin and a number of his friends attacked the establishment of their day—civil and ecclesiastical—in Franklin's *New England Gazette*, which gave all appearances of being published "in defiance of" rather than "by" authority. James went to jail, but the paper continued under Benjamin, who used the experience as a stepping stone to his later greatness.

Zenger's day

About a decade later, John Peter Zenger, as printer-publisher for a New York colony political faction, attacked the policies of the royal governor, William Cosby, in his *New York Weekly Journal*.

Zenger was charged with seditious libel—that is, criticism of the government—and tired in 1735, after about nine months in jail. Defended eloquently by Andrew Hamilton, he was found not guilty.

In Zenger's day criticism of the government was taken so seriously by the government that the justice who sat on the case declared, "the greater the truth (of the alleged defamation), the greater the libel." Because Zenger's acquittal was won through Hamilton's clever appeal to the jury, rather than through legal processes proper for that time, the case did not set a precedent.

Truth, ironically enough, became a legal defense upon enactment of the four Alien and Sedition Acts in 1798. Also under these acts—passed by a Federalist Congress to muzzle the voices of Anti-Federalist, pro-Jefferson editors—the jury, rather than a judge, was empowered to determine whether a libel had indeed been committed.

Despite the fact that truth could be used in defense and despite First Amendment protections then on the book for seven years, numerous editors were fined and jailed. Decades later, after the Sedition Act was declared unconstitutional, the fines with interest were returned to those still living.

For nearly 40 years editors published without interference. Then, the abolitionist publisher of the *Alton (Ill.) Observer*,

(Elijah Lovejoy,) was shot to death when he tried to defend his press against a mob for the fourth time.

War censorship

During the Civil War, threats of violence kept most papers with Southern sympathies in line. The less cautious were attacked by mobs, and the *Chicago Times* was briefly suppressed by the military.

"When war is declared, the first casualties are free press and free speech," a historian once declared. The Espionage, Trading with the Enemy, and Sedition Acts tied the media's hands during World War I to some extent, but because the Office of War Information, directed by George Creel, cooperated so well with the press, no censorship can be said to have been practiced.

The Sedition Act forbade "any disloyal ... or abusive language about the form of government of the United States," causing a number of Socialist papers to be prosecuted or banned from the mails under this act before it was finally declared unconstitutional.

World War II saw a revival of restrictions, but the media were again fortunate that the responsible government agency, the Office of Censorship, was directed by an efficient as well as reasonable official. He was Byron Price, a former Associated Press man, who administered guidelines so broadly that no statutory sanctions or penalties were ever inflicted. Rather, the manner in which press and radio conducted themselves between 1941 and 1945 has been termed "a system of self-discipline."

Since World War II the media—now including television—have experienced a disproportionate amount of trouble when compared to the number of press freedom infringements listed above.

Press-bar conflicts

In the 1960s the Free Press-Fair Trial issue arose, stimulating many debates throughout the country as to whether a fair trial is possible after the press has publicized details about the accused and his crime.

Although far from resolved, press-bar conflicts have been minimized since prosecuting attorneys, lawyers and law enforcement agencies—in compliance with the recommendations of the Reardon Commission report—have all but cut off the media from pretrial information.

Present time

The next public debate concerning press freedom, which began about 1970 and is still in progress, centered on Vice President Spiro Agnew's repeated attacks on alleged lack of objectivity and responsibility on the part of the media.

Next a Congressional Committee accused CBS of purposely editing video tape to achieve certain effects, followed within the last few weeks by the announcement that the Executive Branch is considering submitting legislation that would extend current FCC rules governing service programs and equal time.

In 1971—following a Department of Justice-obtained injunction against continued printing of the Pentagon Papers—the Supreme Court ruled 6-3 in giving the *New York Times*, *Washington Post* and other papers the right to print additional stories based on the allegedly purloined Pentagon Papers. Thus, 1971 became the year that the United States—just five years shy of being 200 years old—saw prior restraint of the press employed for the first time.

Still current are the following infringements of press freedom: the jailing and/or fining of at least six newsmen for unwillingness to disclose sources or to testify before grand juries. (The latter process can now be legally compelled, the U.S. Supreme Court found recently by a vote of 5-4).

It was Thomas Jefferson who in 1788 wrote to a friend, "Our liberty depends on the freedom of the press, and that cannot be limited without being lost."

So far history has not proved him right, for the press has been repeatedly limited without being lost—but then the press had never suffered prior restraint until recently or been restricted in as many ways as it is today.

Retired publisher dies

Davis Merwin, former publisher of the *Bloomington Daily Pantagraph* and the *Minneapolis Star*, died March 18 in Boynton Beach, Fla. He was 73 years old.

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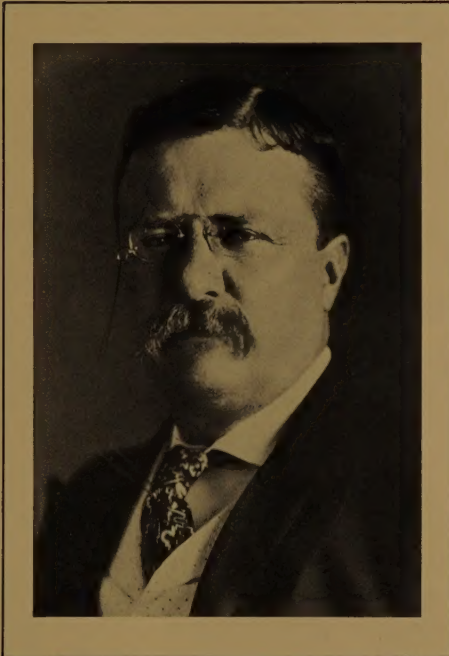
Judges are jailing reporters with increasing frequency, because they refuse to reveal news sources. The result can only be a drying up of these sources of information and impede your right to know what's happening in your government.

Free speech and a free press are guaranteed by the Constitution to the people generally — not to any individual or business.

Everyone also has the right to know what's being offered in the Marketplace. The right of choice in all goods and services keeps the system of competition working for everyone's progress.

Consequently, when our freedom of the press is restricted, your free speech is also restricted.

Your free speech depends on a free press.



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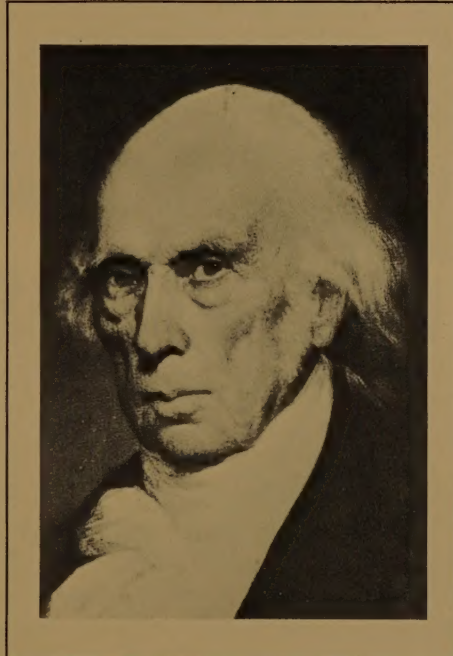
Here's What

Theodore Roosevelt

26th President of The United States

said about the importance of a Free Press:

"If there is one thing we ought to be careful about it is in regard to interfering with the liberty of the press . . . I think it is a great deal better to err a little bit on the side of having too much discussion and having too virulent language used by the press, rather than to err on the side of having them not say what they ought to say, especially with reference to men and measures."



Here's What

James Madison

4th President of The United States

said about the importance of a Free Press:

"Nothing could be more irrational than to give the people power, and to withhold from them information without which power is abused. A people who mean to be their own governors must arm themselves with power which knowledge gives. A popular government without popular information or the means of acquiring it is but a prologue to a farce or a tragedy, or perhaps both."

**The next time you get mad at a news story, remember that a free press
provides you with the information that keeps our country free.**

This is the third in a series of six ads to be published in consecutive issues of Editor & Publisher to help newspapers tell their readers the meaning of the First Amendment guarantees of free speech and free press. They were created and published by the South Bend Tribune and have been adopted by the National Conference of Newspaper Associations as the first step in a coor-

dated campaign toward this goal. Metro Associated Services, Inc., has mailed repro proofs of this series for 1,100 newspapers to be used over their own logotype. The ANPA has sent copies to its member papers. This ad may be copied and published by any newspaper by permission of the South Bend Tribune.

Helpful marketing aids now available



Memphis Consumer Panel Study

Firmly established as the guide to grocery and drug sales in Memphis. This 56th edition covers purchases by a representative group of families during the last six months of 1972 in 48 grocery and eight drug product classifications. Here's a quick reference to brand standings and share of market compared to the same six-month period of a year ago, place of purchase information and a report on business volume of leading food store groups.

Memphis Liquor Distribution Survey

This is the report on our sixth annual survey of liquor stores in Memphis to determine distribution of brands in 12 distilled spirits categories. For more convenient reference, both 1973 and 1972 distribution is shown as well as 1973 shelf prices. Included is an opinion poll of liquor retailers as to best sellers, information on number of bottles sold per customer, on women customers, and an analysis of the liquor market.

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